



Date: October 25, 2023 **Agenda Item:** 7.9

To: Board of Trustees

From: Shawna Warren, Superintendent

Originator(s): Jonathan Konrad, Deputy Superintendent, Education Services
Lauren Walter, Manager, Marketing and Communications

Governance Policy: [Policy 225: Role of the Board](#)
[Policy 700: Superintendent of Schools](#)

Additional Reference: [AP220: Communications](#)

Assurance Domain: Local & Societal Context

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

Subject: **Communications Report - October 2023**

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 October 2023.

Administration is prepared to respond to questions at the October 25, 2023, Public Board meeting.

Attachment(s):

1. Communications Report for October 2023

Board Memorandum

September & October 2023



**Sturgeon
Public Schools**

Dare to reimagine learning

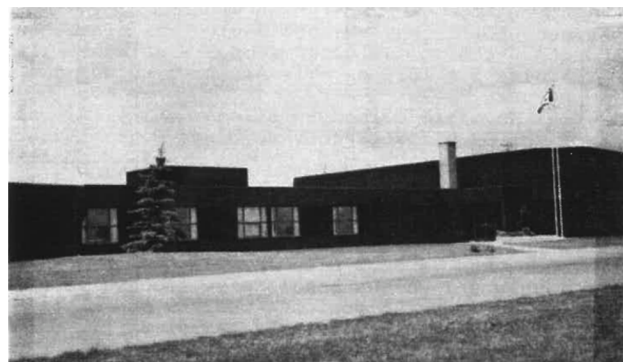
Communications
Report

OVERVIEW OF GOALS

Connecting with the School Community

GOAL #1: WEBSITE ENHANCEMENT

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



GOAL #2: KINDERGARTEN EXPO

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

GOAL #3: GRADE 9 RETENTION

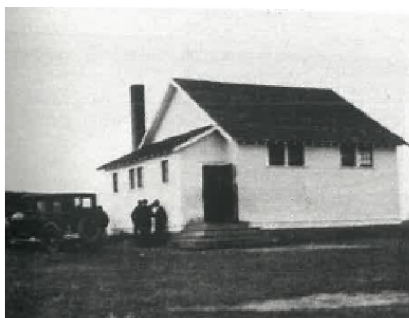
Objective: Build a sense of community to retain grade 9 students transitioning to Sturgeon Composite High School.

GOAL #4: FRENCH IMMERSION GROWTH

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

GOAL #5: COMMUNITY COLLABORATION

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



Communications in September & October has been focused on:

- The ongoing enhancement of individual school websites, focusing on refining program pages, updating codes of conduct and school handbooks, updating staff directories, etc.

Aligns with Marketing Goal 1

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- Collaborated with schools to update and enhance their newsletters. Communications is proud to announce that all school newsletters have successfully transitioned to the two officially approved platforms: Google Sites and Sway, complete with standardized official branding.

Aligns with all Marketing Goals 1 & 5

Examples:



Show me



Show me



Gibbons School

Show me

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- Producing video content in preparation for the Pre-Kindergarten/Kindergarten Expo. This video content will serve as strategic advertising material leading up to the event, with the primary objective of spotlighting the outdoor learning programs.

Aligns with Marketing Goal 2

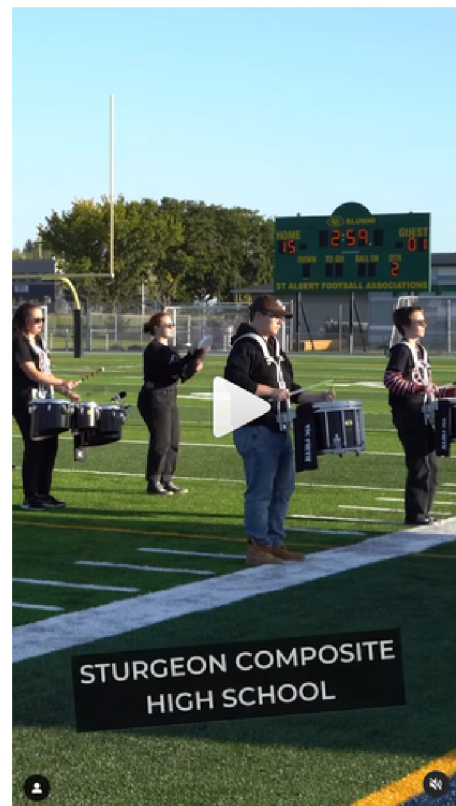
Communications in September and October has been focused on:

- Capturing videos that shine a spotlight on the Division's outstanding music programming. These videos encompass the experience of the Drumline Bootcamp, which brought together various Edmonton high schools at Sturgeon Composite High School to explore the world of drumming. Additionally, Communications has created engaging videos showcasing the drumline's electrifying in-game performances.

Aligns with all Marketing Goal 3



Show me



Show me

Communications in September & October has been focused on:

- Showcasing the Division's activities during Truth and Reconciliation Week. Each school in the Division shared videos and photos of their week's events, including their participation in Orange Shirt Day. Additionally, Communications has shared a video to the Sturgeon Public Schools channels speaking to the importance of Truth and Reconciliation in the Division, that features clips of Guthrie School and Camilla School.

Aligns with all Marketing Goal 5



Show me

Sturgeon Public in the Media

Aligns with Marketing Goal 5

- October 16, 2023 — Sturgeon Robbed by Bandits
Morinville Online
- October 11, 2023 — Sturgeon Public Schools student receives 2023 Lieutenant Governor of Alberta Student Award
Morinville Online
- October 17, 2023 — Volleyball Match
Redwater Review
- October 11, 2023 — Truth & Reconciliation Week
Redwater Review

Upcoming Events

- Métis Week - November 13th to 17th
- Bullying Awareness Week - November 20th to 24th