



Date: November 29, 2023 **Agenda Item:** 8.3

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 - November 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 November 2023.

Administration is prepared to respond to questions at the November 29, 2023, Public Board meeting.

Attachment(s):

1. Communications Report for November 2023

Board Memorandum

October & November, 2023



**Sturgeon
Public Schools**

Dare to reimagine learning

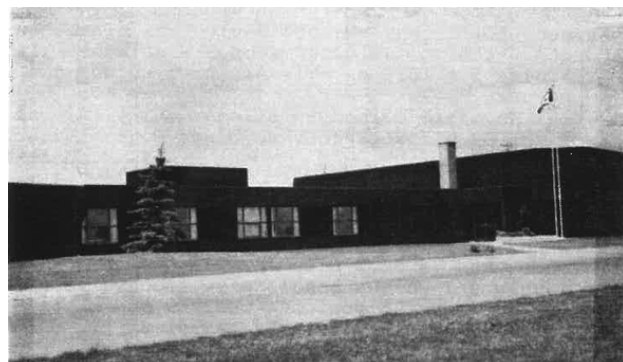
Communications
Report

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

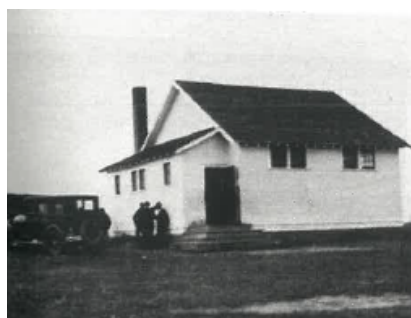
Objective: Build a sense of community to retain grade 9 students transitioning to Sturgeon Composite High School.

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 October & November has been focused on:

Aligns with Marketing Goal 2

- Planning for the Pre-K & Kindergarten Expo in collaboration with Learning Services. Dates and locations selected and outlined important marketable aspects of the Pre-K and Kindergarten programs. One of the focuses will be on promoting the Division's impressive specialized programming/academies: French Immersion, STEAM, Outdoor Learning, Faith-Based, and Sports Academies. To do so, photos and videos were captured this month of students engaged in various programs to be utilized for promotional materials.

Here is a sneak peak!



- Highlighting STEAM Academies with a Pumpkin Drop experiment video and showcased program leaders at the ATLE Convergence conference.

Aligns with all Marketing Goals



Show me



Show me

Communications in October and November has been focused on:

- Providing support to the tech department by communicating instructions on setting up multi-factor authentication in Google and Microsoft, followed by sending timely reminders and step-by-step instructions to staff for Gmail MFA setup.

[Show me the MFA set-up Guide](#)

- Supporting schools in creating content and displaying their involvement in Métis Week, featuring musical performances, Métis-inspired dot art, and 'rock your mocs' day at Ochre Park.



[Show me](#)



[Show me](#)

- Continued the "Journey Through Sturgeon's History Series," featuring the history of Legal Public School.



[Show me](#)

Communications in October and November has been focused on:

- Commemorated athletic triumphs by sharing videos of the Redwater School Volleyball team winning their Zone Championship, and the SCHS volleyball teams clinching the Metro Athletics championships. Additionally, featuring the Division's volleyball All-Stars on social media and the website, celebrating the accomplishments of the Junior High Athletes.

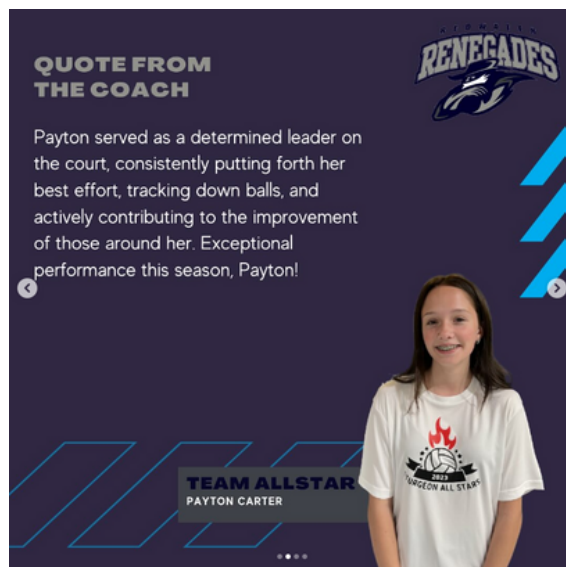
Aligns with all Marketing Goals



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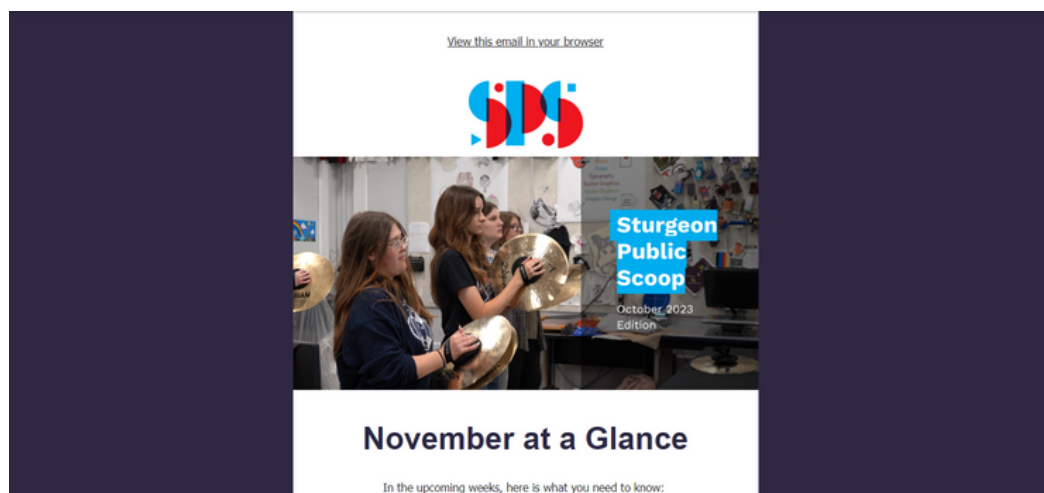


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Communications in October and November has been focused on:

- The October edition of the Division Newsletter. This edition included: a reminder to download the newest version of the Bus Status App, a reminder of the PowerSchool Outage that took place over Fall Break, information on the “Hacking for the Holidays” event that took place at Gibbons School, a congratulatory message to the Redwater School Golf team for winning zones, and other exciting updates.

Aligns with all Marketing Goals



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

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- Created content for Remembrance Day, including a video of the ceremony at Guthrie School and a static post in the "Journey Through Sturgeon's History Series" that detailed the history of Guthrie School.

Sturgeon Public in the Media

Aligns with Marketing Goal 5

- October 31, 2023 — Sturgeon Comp creature devours Wicked Welding Competition
St Albert Gazette
- November 7, 2023 — Miles Conference Showdown: Bulldogs Triumph Over Sturgeon Spirits
Morinville Online
- October 23, 2023 — Sturgeon Spirits vs. Bellerose Bulldogs – Dawgs Bite Back
Morinville Online
- October 23, 2023 — Metro Athletics 2023 Senior Football champions crowned
Fort Sask Online
- October 25, 2023 — Take Me Outside Day
Redwater Review
- October 11, 2023 — Truth & Reconciliation Week
Redwater Review

Upcoming Events

- Christmas Break: December 25 - January 5