



Date: December 20, 2023 **Agenda Item:** 8.4

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 & December 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 & December 2023.

Administration is prepared to respond to questions at the December 20, 2023, Public Board meeting.

Attachment(s):

1. Communications Report for November & December 2023

Board Memorandum

November & December, 2023



**Sturgeon
Public Schools**

Dare to reimagine learning

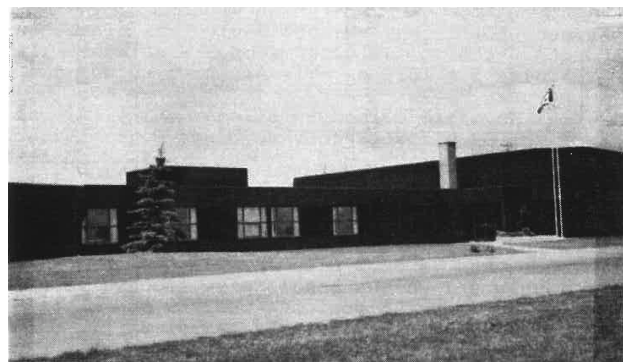
Communications
Report

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 November & December has been focused on:

Aligns with Marketing Goal 2

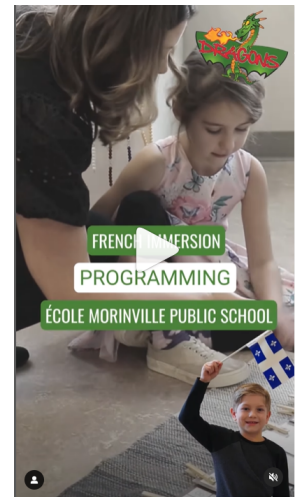
- Promoting the Pre-K & Kindergarten Expo. This month, our team orchestrated a comprehensive campaign for the upcoming Pre-K & Kindergarten Expo. We crafted Billboard Ads, Print Ads, Promotional Signs, and Digital Ads to spotlight our diverse programs. Each Kinder/Pre-Kindergarten program now has a dedicated video ad, strategically targeted in their respective catchment areas. This focused approach aims to maximize visibility and generate interest in the Expo, fostering growth for our programs.



Show me



Show me



Show me

Aligns with Marketing Goal 2

- Organizing the Pre-K/Kindergarten Expo. In addition to crafting promotional items, we facilitated communication with program leaders in Outdoor Learning, STEAM, French Immersion, and Logos to ensure their participation at the Expo, offering insights into their respective programs. We also developed merchandise, including SPS coloring books featuring all School logos, and "Future SPS Grad" buttons for attending kids.
- To enhance accessibility, we established a user-friendly website landing page detailing Expo information and optimized search engine visibility. Additionally, a registration form was created to track attendance, offer catchment area details to families, and identify childcare needs.

Communications in November and December has been focused on:

- Boosting Dual Credit and Off-Campus Learning: We designed promotional postcards to reach potential student employers at events like the St. Albert Chamber of Commerce Luncheon, which took place this month.

Aligns with all Marketing Goal 5

Empower Tomorrow's Workforce: 
PARTNER WITH US!

Join us in supporting education and shaping the future workforce through our Dual Credit, Registered Apprenticeship, and Work Experience programs.

Here's how you can get involved:

- 1 Offer Real-World Experience:**
Provide work experience, internships, or volunteer opportunities for students. 
- 2 Share Your Expertise:**
Inspire students by sharing your industry insights through presentations. 
- 3 Contribute to Learning:**
Collaborate on learning and training opportunities to prepare students for the workforce. 
- 4 Invest in Tomorrow**
Support our programs and help nurture the skills of future professionals. 

Questions?
Ready to make a difference? Let's chat about how your involvement can impact the next generation.

Contact Us

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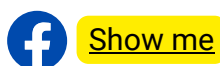
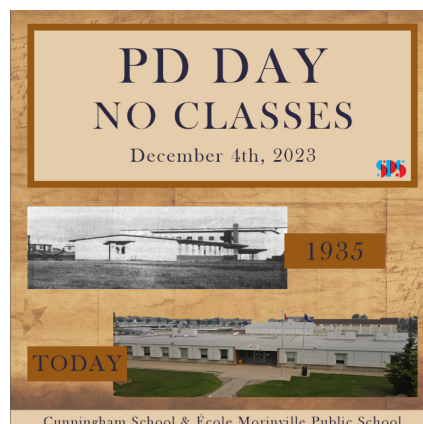


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Sturgeon Public Schools
Dare to reimagine learning™

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



Sturgeon Public in the Media

Aligns with Marketing Goal 5

- December 12, 2023 — Strike up the holiday bands
St Albert Gazette
- December 6, 2023 — Fun and education at Ochre Park School
Redwater Review
- December 13, 2023 — School News
Redwater Review
- December 13, 2023 — School News
Morinville Free Press
- December 1, 2023 — Legal Public School Feature
Legal Lerie

Upcoming Events

- Christmas Break: December 25 - January 5