



Date: January 24, 2024 **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: [Board Policy 225: Role of the Board](#)
[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 - December 2023 & January 2024**

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 December 2023 and January 2024.

Administration is prepared to respond to questions at the January 24, 2024, Public Board meeting.

Attachment(s):

1. Communications Report for December 2023 & January 2024

Board Memorandum

December 2023 & January 2024



**Sturgeon
Public Schools**

Dare to reimagine learning

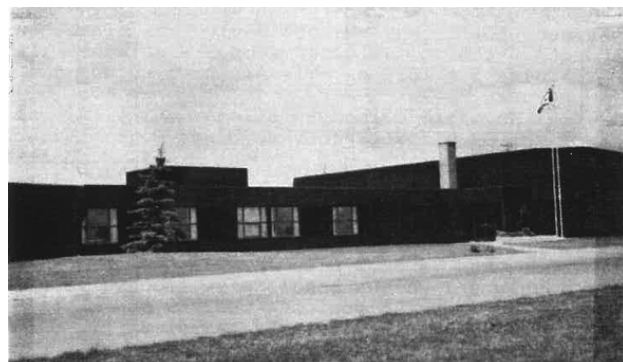
Communications
Report

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 December & January has been focused on:

Aligns with Marketing Goals 2 & 4

- Organizing the Pre-K & Kindergarten Expo. This month, Communications developed informative infographic sheets for each program showcased at the Expo, including French Immersion, STEAM/Makerspace, Outdoor Learning and LOGOS. The team also crafted unique fact sheets for every elementary school, highlighting their respective Open House dates, programs, school values, etc. This ensures that families attending the Expo are well-informed about when these Open House events are scheduled, as well as all of the great things our schools have to offer.

Aligns with Marketing Goal 2

- Producing the "Dear Future SPS Graduate" Video for the Expo. Communications compiled footage from each elementary school to craft a video that vividly illustrates the essence of Early Learning in the Division, emphasizing hands-on, collaborative and play-based approaches. This project also provided an opportunity to integrate the "Dear Future SPS Graduate" theme. To further this connection, the team created special buttons for each attending child, proudly proclaiming them as "Future SPS Graduates."



Show me

Communications in December & January has been focused on:

Aligns with Marketing Goal 5

- Preparing for Parent Engagement. In preparation for the upcoming parent engagement events, the goal was to clearly show stakeholders that their feedback is highly valued and instrumental in guiding decision-making. Communications collaborated with each department to gather statistics and notes on the enhancements implemented over the past four years, directly influenced by stakeholder input. This information was synthesized into an easily digestible infographic, which was then distributed to all families and staff members.

What do we do with your feedback?



Annually, we diligently incorporate insights gathered from stakeholder engagement surveys, forums and other interactions. Reflecting on the period from 2019 to 2023, here's an overview of the significant improvements the Division has implemented to better serve you, our valued stakeholders.

Parental Feedback

Challenges with Transportation

- ✗ Long ride times, high transportation costs, and challenges in receiving timely bus status updates during winter months.



Challenges Regarding Student Behaviour and Citizenship

- ✗ Need for enhanced supports to ensure a focused and inclusive learning environment for all students.



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The Outcome

Transportation Improvements

- ✓ Increase in the number of transportation routes to effectively decrease ride times.
- ✓ Bus Status App for real-time updates.
- ✓ Significant Reduction in Transportation Fees for the 2023/2024 school year:

1. Eligible Riders: Fees reduced from \$259.00 in 2022/2023 to \$130.00 in 2023/2024.
2. Pre-K and Kindergarten Riders: Fees lowered from \$150.00 in 2022/2023 to \$75.00 in 2023/2024.
3. Choice Riders: Fees decreased from \$345.00 in 2022/2023 to \$276.00 in 2023/2024.

2

Increase in Supports

- ✓ Creation of the Behaviour Lead Team
- ✓ Staff have been trained in Therapeutic Crisis Intervention, equipping them with effective methods to assist children in managing and resolving challenges.
- ✓ Schools now have access to:
 - Mental Health and Wellness Coaches
 - Learning Support Leads
 - Mindful Mentors
 - Child and Youth Care Workers

Desire for More Resources

- ✗ Need for mental health support, technology, and teacher supports.



Desire for More Hands-On Learning

- ✗ Requests for experiential learning opportunities.



Communication Gaps

- ✗ Need for communication between Division and parents.
- ✗ Desire for more information on daily activities and strategic direction.



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Resource Enhancement

- ✓ CASA Mental Health classrooms available to junior and high school students.
- ✓ HYPE and SHINE organizations for student and family support.
- ✓ Student-device ratio of 6:10; 60% classrooms with smartboards.
- ✓ Enhanced wifi with more access points and supernet upgrade.
- ✓ Reduced number of split classes.
- ✓ 300% increase in number of Social Workers on staff
- ✓ Increased availability of Counsellors in all schools

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Expansion of Experiential Learning

- ✓ STEAM Academies introduced in Gibbons School, Sturgeon Heights School, and Four Winds Public School.
- ✓ Makerspace in Elementary Schools.
- ✓ First Division in Alberta to partner with NAIT and offer Dual Credit courses such as Welding 1000.
- ✓ Outdoor classrooms and kindergartens in multiple schools.

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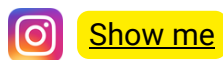
Enhanced Communication Channels

- ✓ Updated websites with calendars, blogs, and current information.
- ✓ Regular newsletters from the Division and schools.
- ✓ School Messenger announcements for urgent information.
- ✓ Active social media presence (Facebook, Instagram, TikTok, X).
- ✓ Display of Division Mission, Vision and Values in all schools.

Communications in December & January has been focused on:

Aligns with Marketing Goal 5

- Coordinating Communication for Upcoming Parent Engagement Events. To ensure effective communication with stakeholders about the forthcoming engagement events, a series of emails are scheduled for each school community. These emails will be dispatched two weeks and then one week before each event. They serve as personal invitations, encouraging parents to participate and share their feedback. Additionally, the team has launched a series of social media posts to promote the various engagement dates. All these dates have been prominently listed on the Division website and the websites of each school, ensuring maximum visibility and accessibility.

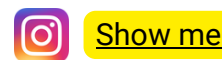


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Parental Feedback

Challenges with Transportation

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Aligns with Marketing Goal 5

- Developing Promotional Materials for HR. In support of the Human Resources team's participation in Career Fairs at various colleges and universities this month, Communications aimed to equip them with an array of effective materials. The team designed informative brochures, updated presentations, and a promotional video. Each piece emphasizes the distinct excellence of Sturgeon Public Schools, aiming to attract potential staff members by showcasing the Division's unique strengths and opportunities.

Sturgeon Public in the Media

Aligns with Marketing Goal 5

- January 10, 2024 — St. Albert gets ready for Kindergarten
St Albert Gazette
- January 12, 2024 — Most school buses in St. Albert cancelled due to cold
St. Albert Gazette
- January 15, 2023 — Global TV covered the Make your Mark project at Guthrie School

Upcoming Events

- Parent Engagement Evenings
 - Feb 5: SCHS Learning Commons, (Namao / Sturgeon Comp / Guthrie)
 - Feb 15: Four Winds Dance Hall / Atrium, (Four Winds / ÉMPS)
 - Feb 22: Redwater Hub, (Redwater / Ochre Park)
 - Feb 27: BACS Gym, (BACS / Legal / Lilian Schick)
 - Mar 5: Gibbons Gym, (Landing Trail / Gibbons)
- Pink Shirt Day: February 28, 2024