



Date: February 28, 2024 **Agenda Item:** 8.1

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 - January & February 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 January and February 2024.

Administration is prepared to respond to questions at the February 28, 2024, Public Board meeting.

Attachment(s):

1. Communications Report for January & February 2024

Board Memorandum

January & February 2024



**Sturgeon
Public Schools**

Dare to reimagine learning

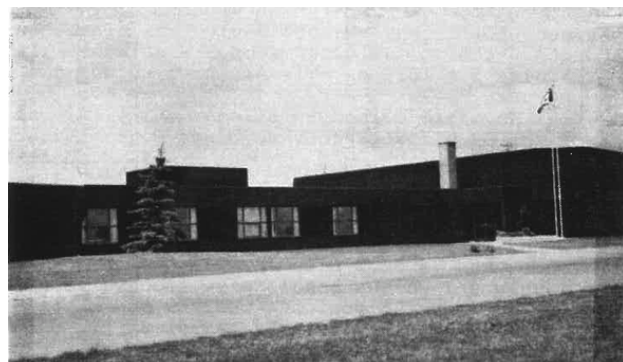
Communications
Report

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 January & February has been focused on:

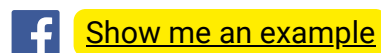
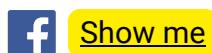
Aligns with Marketing Goal 1

- The creation of a tribute video, showcasing gratitude from parents, staff and students towards Educational Assistants (EAs) for their invaluable contributions to the Division. This video was warmly embraced at the appreciation event and gained significant traction on social media, amassing over 4,000 organic views.



Aligns with All Marketing Goals

- For the 2024-2025 Registration Blitz, Communications developed and disseminated promotional materials across Division and individual school social media pages and websites. Additionally, an email campaign was launched, targeting current students to highlight the registration blitz. This initiative proved to be exceptionally effective, with over 57% of the existing student body registering for the upcoming academic year within the initial two weeks of the registration period, marking the department's most successful blitz to date.



Communications in January & February has been focused on:

Aligns with Marketing Goal 5

- Reaching out to SPS families to promote the Parent Engagement evenings. To ensure high attendance, Communications dispatched emails a week prior to each event, inviting families and emphasizing the importance of their participation and feedback. Furthermore, Communications introduced a registration form for each event, enabling the Division to directly email attendees on the day of the event with reminders, childcare information and other pertinent details, thereby enhancing the overall experience and participation rate. Additionally, Communications created a video for the events themselves, highlighting the positive changes implemented as a result of previous parent feedback to enhance students' educational experience.
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Aligns with Marketing Goal 1

- The implementation of several updates to the Division website, including relocating the "calendar" page for increased visibility at the top of the menu. Communications refreshed the summer school registration page with new courses and the current year's enrolment dates. For clearer communication, the team consolidated the information for the Morinville and the Sturgeon Learning Centres, addressing previous confusion due to separate websites. Additionally, the programs page received a comprehensive update, now featuring detailed information on [alternative learning](#), [athletics](#), [French Immersion](#), [Kindergarten](#), [Land & Agriculture](#), [Off Campus & Dual Credit](#), [Pre-Kindergarten](#), [Religion](#), and [STEAM](#).

Sturgeon Public in the Media

Aligns with Marketing Goal 5

- February 8, 2024 — Sturgeon Heights School hosts second-annual Bonhomme Carnival
St Albert Gazette
- January 31, 2024 — Celebration for the Stingers
Morinville Free Press
- January 15, 2023 — Guthrie School students working to make difference at CFB Edmonton
Global News

Upcoming Events

- Parent Engagement Evenings
 - March 5: Gibbons Gym, (Landing Trail / Gibbons)
- Council of School Councils: March 7, 2024, St. Heights School
- Pink Shirt Day: February 28, 2024
- International Women's Day: March 8, 2024