



Date: March 20, 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: [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 - February & March 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 February and March 2024.

Administration is prepared to respond to questions at the March 20, 2024, Public Board meeting.

Attachment(s):

1. Communications Report for February and March 2024

Board Memorandum

February & March 2024



**Sturgeon
Public Schools**

Dare to reimagine learning

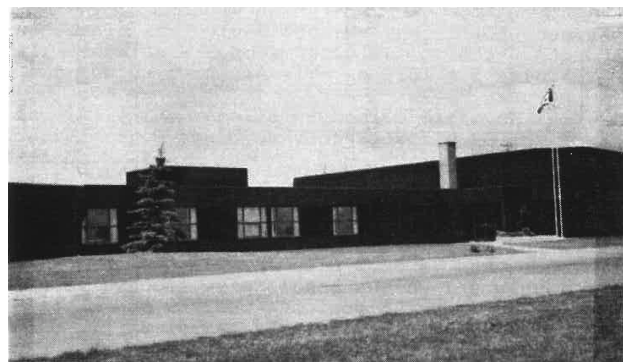
Communications
Report

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

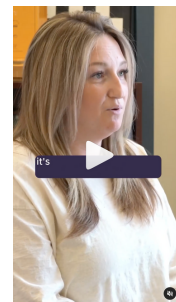
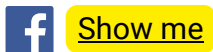
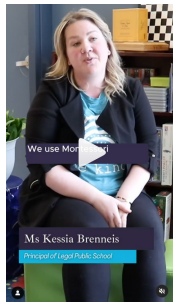
Objective: Strengthen community connections by being more visible in school communities.



Communications in February & March has been focused on:

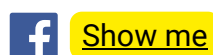
Aligns with Marketing Goals 1 & 5

- Promoting Legal Public School and enhancing community awareness of its programs, values and culture. To achieve this, promotional videos were developed, featuring testimonials from parents and insights from the principal. The school's website also received updates, including a new page titled "What Makes Us Unique," showcasing the distinct features that make Legal Public School an exceptional learning environment. The focus was on three key aspects intended to capture the essence of the school: small class sizes for personalized learning, land-based learning opportunities, Montessori-inspired teaching methods and a close-knit community atmosphere.



Aligns with Marketing Goal 3

- Promoting Summer School 2024. Updates were made to the Division website, showcasing the courses available for Summer 2024, complete with course descriptions. Social media posts were also crafted to announce the opening of summer school registration, complemented by an email communication to all families. Furthermore, flyers were produced for distribution during Grade 9 orientation events at junior highs, ensuring comprehensive outreach about the upcoming summer school opportunities.



Communications in February & March has been focused on:

Aligns with Marketing Goal 5




- Updating the Division website. This month, the "Division" section of our website underwent significant updates to ensure it accurately reflects our current operations and services. The subpages that received edits include "Curriculum Facts," "About Us," "Emergency Plan," and "Division Services," which now features an updated staff directory. These revisions are part of a commitment to providing transparent and up-to-date information to our school community.

Aligns with All Marketing Goals

- Celebrating the achievements of our junior high students. Following the positive reception of our Volleyball All-Stars on social media and our website blog, the team collaborated with the Inter-school Sport Committee (ISC) to recognize our 2023/24 basketball season all-stars in a similar manner. Each student was featured in a post accompanied by a quote from their coach, highlighting their accomplishments throughout the season.

QUOTE FROM THE COACH

Isabelle is a dedicated, hard working player who keeps a positive attitude throughout all games, no matter the outcome. She is an excellent leader; a player who her teammates depend on and look up to. Thank you for all of your important contributions this season, Isabelle!



TEAM ALLSTAR
ISABELLE B.



Show me

QUOTE FROM THE COACH

Elliot's unwavering commitment and dedication were evident throughout the entire basketball season. He consistently demonstrated a willingness to listen and learn, making him a coach's dream. Additionally, his selflessness and team-first mentality were instrumental in fostering a cohesive and successful team environment. Without a doubt, Elliot possesses all the qualities deserving of being recognized as an all-star player.



TEAM ALLSTAR
ELLIOT D.



Show me

Communications in February & March has been focused on:

Aligns with All Marketing Goals

- Spotighting our Division's participation in Pink Shirt Day. Every school received a pink version of their logo to use on social media and websites. Moreover, schools posted content showcasing their involvement in Pink Shirt Day. At the Division level, the team captured and shared photos of Central Office Staff and the Board of Trustees wearing their pink shirts, both on the website and across social media platforms.



Gibbons School



Sturgeon Public in the Media

Aligns with Marketing Goal 5

- March 13, 2024 — School News Section
Redwater Review
- March 6, 2024 — School News Section
Redwater Review
- March 1, 2024 — Legal Public School: Registration is Open
Legal Lerie

Upcoming Events

- Spring Break: March 22 - March 29, 2024
- Month of the Military Child: April, 2024
- Teal Up Day: April 12, 2024
- Administrative Professionals Day: April 24, 2024