



**Date:** April 24, 2024 **Agenda Item:** 8.2

**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 - March & April 2024**

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**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 March and April 2024.

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

**Attachment(s):**

1. Communications Report for March and April 2024

# Board Memorandum

March & April 2024



**Sturgeon  
Public Schools**

Dare to reimagine learning

Communications  
Report

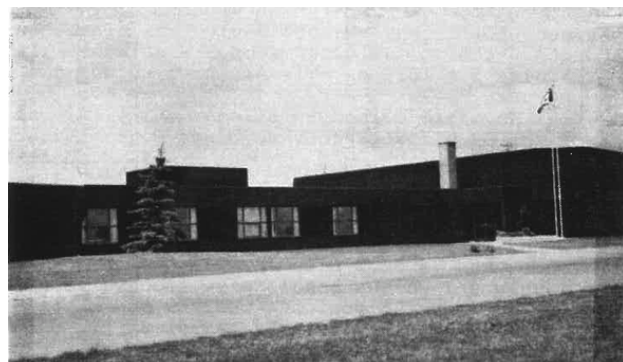
# OVERVIEW OF GOALS

Connecting with the School Community

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## 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

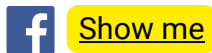
Objective: Strengthen community connections by being more visible in school communities.



# Communications in March & April has been focused on:

## Aligns with Marketing Goal 5

- Celebrating the Month of the Military Child. We provided each school with a teal version of their logo for use on social media and other documents. We enhanced our Division website with a dedicated webpage that outlined the significance of the Month of the Military Child, offering resources for military families, informative videos and details of events hosted by the Military Family Resource Centre. In collaboration with Guthrie School, we also produced a video featuring students explaining the Month of the Military Child and Teal Up Day. On Teal Up Day, our team attended the event at Guthrie School to capture and share the day's activities on social media, take photos for distribution to local news outlets and gather images for inclusion on school websites.



## April is Month of the Military Child

In April, we celebrate Month of the Military Child to recognize military children for their strength and resiliency.

Military children face unique challenges throughout deployments, absences, relocations and frequent change. It is during these times where military children remain strong and resilient that they are often compared to the dandelion. Much like the dandelion, military children can put down roots almost anywhere. They are impossible to destroy. They adapt easily and can survive nearly anywhere. They bloom everywhere the wind carries them and they stand ready to fly into the breezes to take them into new adventures, new lands, and new friends. Military children are resilient.



## Wear Teal on Friday, April 12th

April 12th is Teal Up Day! Teal Up Day started in April 2021 in Shilo, Manitoba to recognize Canadian military children and the important contributions they make to the Canadian Armed



# Communications in March & April has been focused on:

## Aligns with Marketing Goal 4

- Promoting French Immersion programming across the Division. Each school that offers French Immersion received a stand-up sign branded with their logo and school colours to promote the program. Additionally, we developed a comprehensive advertising campaign that included a billboard ad, a radio spot, digital ads and a Google ad, all designed to highlight our exceptional French Immersion programming and ensure community awareness of its availability.



# Communications in March & April has been focused on:

## Aligns with Marketing Goal 1

- Updating the Division website. This month, we successfully updated several key pages, including:

1. [Division](#)
2. [Our Guiding Principles](#)
3. [Curriculum](#)
4. [Learning Services](#)
5. [Division Services](#)
6. [Superintendent's Office](#)
7. [Corporate Services](#)
8. [Education Services](#)
9. [Human Resources](#)
10. [Transportation](#)
11. [Facilities](#)
12. [Scholarships](#)
13. [French Immersion](#)

All information on the Division website is now accurate and fully up to date.

# Sturgeon Public in the Media

## Aligns with Marketing Goal 5

- April 1, 2024 — Registration is Open at Legal Public School  
**Legal Lerie**
- April 12, 2024 — Alberta School Honours Children from Military Families  
**Global News**
- April 16, 2024 — Sturgeon School Division celebrates Teal Up Day  
**Morinville News**
- April 16, 2024 — Camilla School cutting Footloose in Morinville  
**Morinville News**
- April 17, 2024 — School News  
**Redwater Review**
- April 17, 2024 — School News  
**Morinville Free Press**

## Upcoming Events

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- Earth Day: April 23, 2024
- Administrative Professionals Day: April 24, 2024
- Hats On! For Mental Health: May 1, 2024
- Red Dress Day: May 5, 2024