



Date: May 22, 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: [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 - April & May 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 April and May 2024.

Administration is prepared to respond to questions at the May 22, 2024, Public Board meeting.

Attachment(s):

1. Communications Report for April and May 2024

Board Memorandum

April & May 2024



**Sturgeon
Public Schools**

Dare to reimagine learning

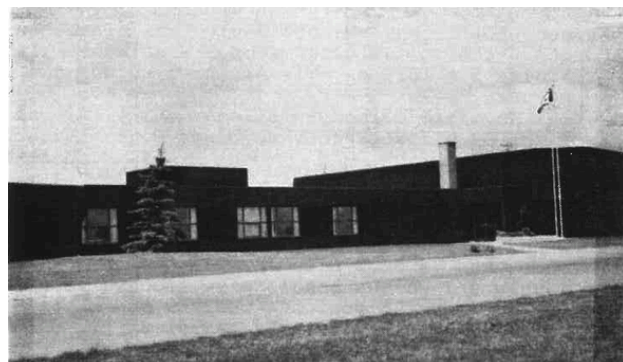
Communications
Report

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 April & May has been focused on:

Aligns with Marketing Goal 5

- Highlighting the Sturgeon Night of Music and the Creative Arts Festival. We effectively engaged our school community through social media by sharing short-form videos and photos of our students' performances. Additionally, our promotional strategy through social media and email communications about the 50/50 raffle was highly successful, leading to a sold-out draw for the second consecutive year.



Show me



Show me



Show me

Communications in April & May has been focused on:

Aligns with all Marketing Goals

- Showcasing our Division's programming. We submitted an article to the Rural Caucus of Alberta School Boards detailing our innovative Dual Credit partnership with NAIT, allowing our high school students to earn credits in Welding 1000. The Rural Caucus subsequently shared this story on their website, broadening its reach.



Aligns with Marketing Goal 5

- Creating a lighthearted Staff Recognition video. This engaging role-reversal piece featured staff members portraying students and students portraying staff, adding a fun and creative twist to our appreciation initiative.

Communications in April & May has been focused on:

Aligns with all Marketing Goals

- Celebrating excellence among our staff and students. We featured Ms. Samantha Ur, a Four Winds teacher, on our website blog and through a series of social media posts, in recognition of her selection as one of only 35 Grosvenor Teacher Fellows by the National Geographic Society. Additionally, we highlighted Simon Erdman, a former student of Redwater School, who earned the prestigious Edward Futterer Scholarship for his achievements in Mine Engineering at the University of Alberta.



Show me



Show me

Sturgeon Public in the Media

Aligns with Marketing Goal 5

- Samantha Urr was featured on CBC Radio last month for being selected as one of only 35 Grosvenor Teacher Fellows by the National Geographic Society and Lindblad Expeditions.
- April 16, 2024 — Camilla School Cutting Footloose in Morinville
Morinville News
- April 24, 2024 — Alberta teachers off to Antarctica, Costa Rica as part of fellowship program
Calgary Herald
- April 25, 2024 — Four Winds Teacher Samantha Ur Chosen for National Geographic Fellowship
Morinville News
- May 7, 2024 — Sturgeon Comp roboticists wrangle syrup at Skills
St. Albert Gazette
- May 15, 2024 — Young Artists Featured in Redwater
Redwater Review
- May 15, 2024 — Sturgeon Composite graphic artist wins gold at Skills
St. Albert Gazette

Upcoming Events

- Pride Week: June 3-7
- National Indigenous Peoples Day: June 21
- Last Day of Classes: June 27