



Date: August 28, 2024 **Agenda Item:** 7.3

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 - July and August 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 July and August 2024.

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

Attachment(s):

1. Communications Report for July and August 2024

Board Memorandum: Communications Report

July & August 2024

Overview of Goals:

1. Website Enhancement
 - Objective: Improve website content and visuals to increase site visits and provide reliable, up-to-date information.
2. Kindergarten Expo
 - Objective: Increase Pre-Kindergarten and Kindergarten awareness among members of our communities by hosting informative Expos.
3. Grade 9 Retention:
 - Objective: Build a sense of community to retain grade 9 students transitioning to Sturgeon Composite High School.
4. French Immersion Growth:
 - Objective: Increase public awareness of our French Immersion programs at the Elementary, Junior High, and High School levels.
5. Community Collaboration:
 - Objective: Strengthen community connections by being more visible in school communities.

Communications in July & August has been focused on:

- Promoting Guthrie School through a comprehensive marketing campaign aimed at the North end of Edmonton. Our strategy included a mix of print and radio advertising, Google Ads, and digital ads featuring impactful parent testimonials. For our billboard ads, we took a bold and attention-grabbing approach by incorporating a touch of shock value. The headline, “We Want Your Kids,” was prominently displayed in large font, followed by the clarifying text, “to come to Guthrie School,” in smaller print. This edgy tactic successfully captured public attention. The effectiveness of our campaign is reflected in the results, with Guthrie School receiving 23 new registrations between July 1st and August 20th. **(Aligns With All Goals)**
- Ensuring that school websites were up-to-date and ready for the new school year. We assisted schools with updating supply lists, revising registration information, adjusting fee schedules, and making necessary changes to administrative details. **(Aligns With Goal #1)**

Board Memorandum: Communications Report

July & August 2024

- Collaborating with the Transportation Department to enhance the Division website with a new "Find My School" feature. This tool allows users to search for their address and quickly locate their designated school on a map. Additionally, users can filter results by grade level, program, and other criteria to find the most relevant options. **(Aligns With Goal #1)**

- Strategic planning for the upcoming 2024/25 school year. We developed several key resources to ensure effective communication with stakeholders throughout the year **(Aligns With All Goals):**
 - **Media Contact List:** We compiled a comprehensive media contact list to guide schools in reaching out to local media outlets for pitching stories, placing advertisements, and more.
 - **Scheduled Social Media Posts:** We created and scheduled social media posts for the entire year to keep stakeholders informed about important dates, such as statutory holidays, PD days without classes, and other key reminders.
 - **Community Events Master List:** We assembled a master list of community events for the year, which was shared with all schools. This list includes opportunities for schools to register or participate in events like "Meet the Community" night.
 - **Division Calendar Updates:** We added mandatory important dates, such as Pink Shirt Day and Truth & Reconciliation Week, to the Division calendar, making it easy for stakeholders to view and plan for these events.
 - **School Visit Schedule:** We created a schedule for weekly visits to schools, ensuring ongoing support for their communication efforts with stakeholders.

- Developing promotional materials, including postcards and brochures, to highlight off-campus and dual credit opportunities for high school students. These materials will be distributed at schools and featured at events like Open Houses to encourage student enrollment and support the growth of these valuable programs. **(Aligns With Goal #5)**

Board Memorandum: Communications Report

July & August 2024

Sturgeon Public in the Media:

- June 29, 2024 — Four Winds Public teacher gets national STEM award
[St Albert Gazette](#)
- June 20, 2024 — St. Albert marks National Indigenous Peoples Day
[St Albert Gazette](#)
- June 13, 2024 — Sturgeon, Jasper Place High Schools Begin New Football Tradition
[St. Albert Gazette](#)
- August 8, 2024 — Mental Health in Schools Pilot: Sturgeon Public Schools
[YourAlberta \(Government of Alberta\)](#)
- July 16, 2024 — Veronica Palmer's Silver Triumph at Karate Nationals Leads to Junior Pan American Games
[Morinville News](#)
- June 26, 2024 — Local Educator Honoured with National Teaching Excellence Award in STEM
[Morinville News](#)

Upcoming Events:

- First Day of Classes: August 29
- Truth & Reconciliation Week: September 23 – 27