



Date: September 23, 2024 **Agenda Item:** 8.3

To: Board of Trustees

From: Shawna Warren, Superintendent

Originator(s): Jonathan Konrad, Deputy Superintendent, Education Services
Lauren Walter, Manager, Marketing and Communications

Subject: **Communications 2023-2024 Annual Plan Review & Communications 2024-2025 Annual Plan Presentation**

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 August and September, a summary of the Communications 2023 - 2024 Annual Plan Review, and the Communications 2024 - 2025 Annual Plan which highlights the intended work of the department for the 2024 - 2025 school year.

Status & Relationship to Superintendent Leadership Quality Standard (SLQS):

This report aligns with the [SLQS](#) in the following way:

- COMPETENCY:** (1) Building Effective Relationships
- INDICATORS:** e. establishing constructive relationships with students, staff, school councils, parents/guardians, employee organizations, the education ministry and other stakeholder organizations.

- COMPETENCY:** (3) Visionary Leadership
- INDICATORS:** c. promoting in the school community a common understanding of and support for the school authority’s goals, priorities and strategic initiatives.

- COMPETENCY:** (6) School Authority Operations and Resources
- INDICATORS:** e. . establishing data-informed strategic planning and decision-making processes that are responsive to changing contexts.

COMPETENCY:	(7) Supporting Effective Governance
INDICATORS:	I. facilitating ongoing public communication about the board's operations and the achievement of its goals and priorities.

Governance Implications:

Education Act

Board responsibilities

33(1) A board, as a partner in education, has the responsibility to

- (b) be accountable and provide assurances to students, parents, the community and the Minister for student achievement of learning outcomes,
- (c) provide, where appropriate, for the engagement of parents, students, staff and the community, including municipalities and the local business community, in board matters, including the board's plans and the achievement of goals and targets within those plans,

Policy 225: Role of the Board

Stakeholder Engagement and Communication

The Board shall provide, where appropriate, for the engagement of parents, students, staff and the community, including municipalities and the local business community, in Board matters, including the Board's plans and the achievement of goals and targets within those plans [Education Act s. 33(1)(c)]. Specifically, the Board:

- 7. Establish processes to engage the community and stakeholders in a dialogue about Division programs and future planning.
- 8. Make informed decisions that consider community values and represent the interests of the entire Division.
- 9. Promote the schools' programs which reflect the needs and desires of the community.
- 10. Report Division outcomes to the community annually.

Policy 700: Superintendent of Schools

The Superintendent directly reports to the Board of Trustees and is accountable to the Board of Trustees on behalf of students and the public, for the total operation of the school system in a manner that is consistent with the requirements of the Education Act, Alberta Education regulations, the Superintendent Leadership Quality Standard, Board policies, Division vision, mission and values, and the Education Plan goals.

Administrative Procedure 220: Communications

The development of a strategic communication plan facilitates timely and coordinated sharing of information regarding the priorities and operation of the school division. As such, it is an important component in the process of increasing awareness, understanding and support of public education and the division.

3. Preparation of the strategic communications plan shall be coordinated by the Superintendent or designate and will be provided to the Board as information.

Administration is prepared to respond to questions at the September 23, 2024, Public Board meeting.

Attachment(s):

1. Communications Report for August and September 2024
2. Communications 2023 - 2024 Annual Plan Review
3. Communications 2024 - 2025 Annual Plan



Communications August and September Report

Communications in August and September has been focused on:

1. Conducting start-up meetings with each of our schools. During these meetings, we collaborated with Admin teams and school staff to establish marketing goals for the year, provided training on using our website platform (Rally), newsletter platform (Google Sites), and social media platforms (Facebook and Instagram). We also reviewed and updated each school's website to ensure new documents, such as the School Handbook/Code of Conduct, were updated, program information was accurate, staff lists were up to date, and school council dates for the 2024/25 school year were added.
2. Creating and sharing a comprehensive list of mandatory events for the year with Admin teams, and adding them to the Division Calendar. These events include: Truth & Reconciliation Week, National Custodian Day, World Teachers' Day, Métis Week, Bullying Awareness Week, Educational Assistants' Appreciation Day, Pink Shirt Day, Substitute Teachers' Appreciation Week, Teal Up Day (Month of the Military Child), Education Week, Earth Day, Administrative Professionals' Day, Hats On for Mental Health, Bus Driver Appreciation Day, Pride Week, and National Indigenous Peoples Day.
3. Implementing "Canva for Education," allowing staff free access to Canva's pro features.
4. Delivering a professional development session for beginning teachers focused on proactive communication with families. The session emphasized building positive relationships with parents to highlight teachers' passion and professionalism while minimizing potential conflicts or miscommunication.

Sturgeon Public Schools in the Media:

- Sept 4, 2024 – Cellphone ban rolls out in St. Albert schools
[St Albert Gazette](#)
- Sept 1, 2024 – Sturgeon Composite Student Joins Provincial Advisory Committee
[St Albert Gazette](#)
- Sept 16, 2024 – Sturgeon Spirits Defeat O'Leary Spartans
[Morinville Online](#)



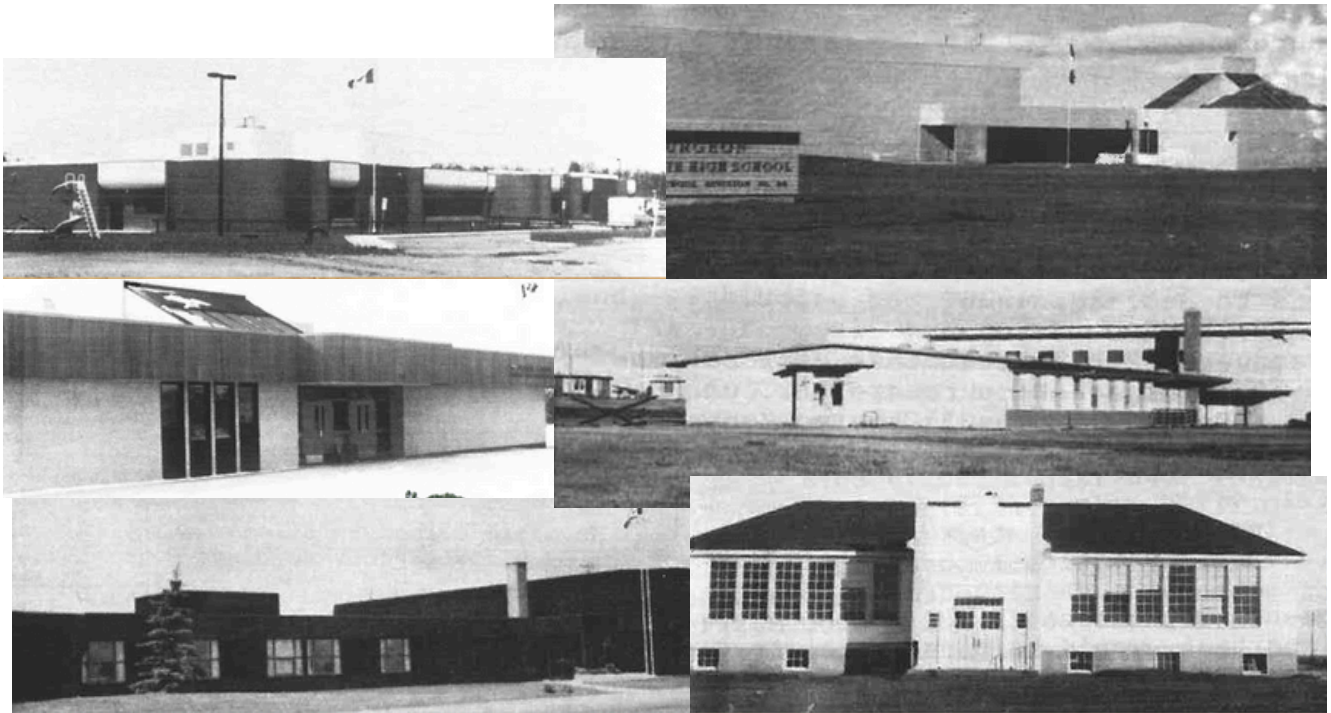


- Sept 9, 2024 – Sturgeon Spirits Dominate Tigers in Fiery Friday Night Showdown
[Morinville Online](#)
- Aug 26, 2024 – Sturgeon Football Kicks Off Season with Dominant Pre-Season Victory
[Morinville Online](#)
- Sept 3, 2024 – Sturgeon Spirits Open Season with Commanding 28-8 Victory Over Scona Lords
[Morinville Online](#)

Upcoming Events:

- Truth & Reconciliation Week: September 23 - 27
- National Custodian Day: October 2
- World Teachers' Day: October 5





2023-2024

A Year In Review

MARKETING & COMMUNICATIONS

MARKETING GOALS

How did we do?

GOAL #1: WEBSITE ENHANCEMENT

Division Website Updates

The Division website underwent a comprehensive update, ensuring all information is current and accurate. This includes sections with information on the Division, Registration, Schools, Programs, Transportation, and more.



School Website Updates

Each individual school website received a full update. Key areas such as school information, program details, parent zone, and registration info now accurately reflect current operations.



Website Standardization

Standardization was implemented across school website pages, promoting consistency in messaging, goals, and operations. Examples include school council meeting information, transportation information, and the counseling and student services page.



Visual Improvements

Significant visual improvements were made, with the addition of hundreds of updated, high-quality photos showcasing our positive Division culture.



Google My Business Ownership

We reclaimed ownership of every Google My Business page for our schools, ensuring accurate contact information, addresses, hours of operation, and more. This step enhances the accessibility of school information for our communities.



GOAL #2: KINDERGARTEN EXPO

Video Creation

"Dear Future SPS Graduate" Video:
Produced by compiling footage from each elementary school to vividly illustrate the essence of Early Learning in the Division, emphasizing hands-on, collaborative, and play-based approaches.



Event Attendance

A total of 124 families registered for the Expo events, with 92 families attending the Morinville event at Four Winds Public School and 13 families attending the Redwater event at Redwater School.



Staff and Parent Engagement

Staff and parents manned booths, fielding questions from families and providing promotional and informative material.



Comprehensive Presentation

With the help of the Learning Services team, a presentation covering all the essential information for prospective parents about Pre-Kindergarten and Kindergarten was put together and delivered.



Infographics and Fact Sheets:

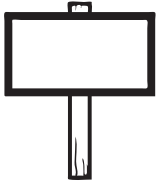
Developed comprehensive infographic sheets for each program showcased at the Expo (including French Immersion, STEAM/Makerspace, Outdoor Learning, and LOGOS) and unique fact sheets for every elementary school, highlighting Open House dates, programs, school values, and more.



GOAL #4: FRENCH IMMERSION GROWTH

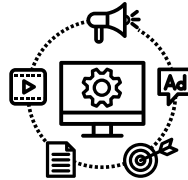
Branded Stand-Up Signs

Each school offering French Immersion received a stand-up sign branded with their logo and school colours to promote the program.



Advertising Campaign

Launched a multi-faceted campaign that included a billboard ad, a radio spot, digital ads, and a Google ad.



Growth

Morinville Public School

- Kindergarten Enrollment:
 - 2023/2024: 20 students
 - 2024/2025: 22 students
 - Growth: +10%
- Grade 1 Enrollment:
 - 2023/2024: 14 students
 - 2024/2025: 19 students
 - Growth: +35%

Junior High: Four Winds Public School

- Overall Enrollment:
 - 2023/2024: 85 students
 - 2024/2025: 93 students
 - Growth: +9.4%

High School: Sturgeon Composite High School

- Grade 10 Enrollment:
 - 2023/2024: 7 students
 - 2024/2025: 16 students
 - Growth: +228%
- Grade 11 Enrollment (New in 2024/2025):
 - 2024/2025: 7 students

GOAL #3: GRADE 9 RETENTION

Comprehensive Advertising

Promoted high school open houses for Sturgeon Composite High School (including the Learning Centres) and Redwater School through print advertising, digital advertising, and signage.



Informative Promotional Material

Created detailed promotional material surrounding programming for both the Open House events and the Grade 9 Tour Day to ensure students and parents have all necessary information.



Growth

Grade 9 student retention statistics will be available following the Division's final enrollment submission after September 30th and will be included in the October 2024 Communications Board Memorandum.

GOAL #5: COMMUNITY COLLABORATION

Kindergarten Expos

These events served not only as an opportunity to learn about Pre-Kindergarten and Kindergarten but also as a chance for our staff to connect with community members and speak on behalf of our programs.



Event Calendar

Communicated with all of the towns within our Division and the county to create a complete list of every event happening throughout the 2024/25 school year that our schools could participate in or present at. This list was shared with school administrators in August 2024.



Promotional Materials and Branded Swag

Provided schools/staff members with promotional and informative materials, along with Sturgeon Public Schools branded swag, for various community events including the Town of Gibbons Meet the Community Night, Town of Legal Block Party, and the Town of Legal Meet Your Community Event.





INTRO

GOALS

ANALYTICS

CONTACT

MARKETING & COMMUNICATIONS



STURGEON PUBLIC SCHOOLS

Communication Plan

2024 - 2025



Introduction

As the Marketing and Communications Department, our overarching theme for the 2024/2025 school year is "Showcasing Our Expertise". We aim to highlight the dedication, collaboration, and skill of our staff across Sturgeon Public Schools, who work diligently to create safe, respectful, and engaging learning environments. Our content will showcase the many ways our educators inspire and equip students with the diverse skills needed to excel in the global community, empowering them to pursue their unique paths to future success.

Purpose of this Plan

Our goal this year is to demonstrate our exceptional ability to educate students through transparent and engaging content. We aim to:

- Showcase the knowledge and hard work of our staff.
- Provide a behind-the-scenes look at the excellence within our Division.
- Highlight innovative teaching methods and programs.
- Build a feeling of transparency and trust within our school community.

OVERVIEW

Plan & Goals

2024 - 2025



A woman with long brown hair, wearing a blue blazer and a name tag that says "STEALIA GAMES Judge", is smiling and looking down at a smartphone. She is in a classroom or meeting room with other people in the background. A young boy in an orange hoodie is in the foreground, looking towards the camera.

GOAL #1

Highlight Staff Expertise & Excellence

Strategies

- Use our social media channels to showcase the knowledge and talent of our staff, demonstrating their ability to successfully educate our students.
- Create content that allows staff to share their knowledge, teaching practices, and techniques.

Measures

- Increase social media followers by 15% across all platforms.
- Achieve a 10% increase in post interactions (likes, shares, comments).



GOAL #2

Consistency in Communication and Messaging

Strategies

- Standardize messaging across all platforms, including websites, Google Sites, School Messenger, newsletters, and social media.
- Recognize the unique needs of each school community and ensure important information is available across all platforms used by schools.

Measure

- Improve the consistency in messaging across all platforms.

GOAL #3

Building Staff Capacity

Strategies

- Continue to train and support staff in effectively using our communication channels to ensure a smoother process for both staff and stakeholders.
- Provide consistent support and training through weekly rotational visits to schools.
- Collaborate with school Admin teams to achieve shared, long-term goals.



Measure

- Conduct meetings with every school by the end of September 2024 to establish communication goals for the 2024/25 school year.
- Complete at least five visits to each school over the course of the school year to deliver training and support in achieving the outlined communication goals.

A man in a dark suit and light blue shirt is speaking at a podium in a lecture hall. He is gesturing with his right hand. In the foreground, the back of a student's head and shoulders is visible, looking towards the speaker. The background shows a wood-paneled wall and other students seated at desks.

GOAL #4

Improve Broad Public Perception

Strategy

- Leverage prominently displayed Google reviews as a crucial representation of our schools by actively gathering positive feedback that accurately reflects our school's culture.

Measure

- Obtain a minimum of 10 positive Google reviews for each school by June, 2025.

A woman with blonde hair and glasses, wearing a red jacket, is holding a camera and looking towards a young boy with brown hair wearing a green jacket. They are standing in a snowy forest with bare trees in the background.

GOAL #5

Improve Division Wide Communication

Strategies

- Reintroduce the monthly Division Newsletter focused on important Division information.
- Check in with Division Departments monthly to gather information for the newsletter.

Measure

- Publish the newsletter monthly with a 40% readership rate.

OVERVIEW

Analytics

2024 - 2025



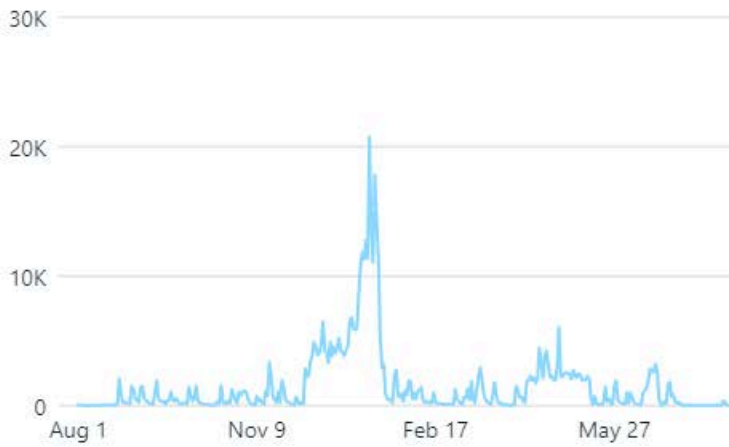
2023 - 2024 Analytics



Reach

Facebook reach ⓘ

150K



Instagram reach ⓘ

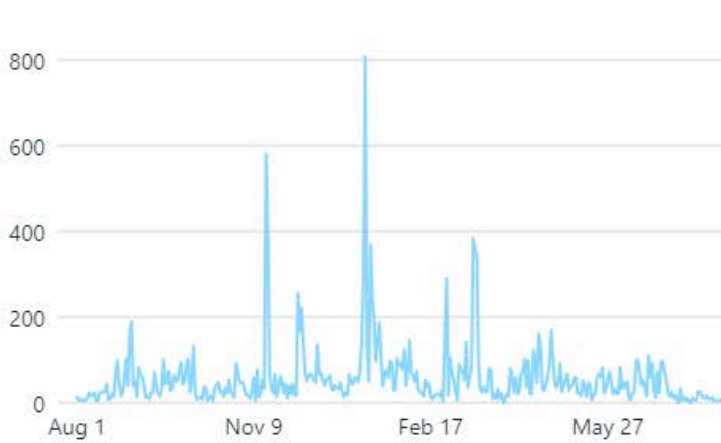
76.1K



Visits

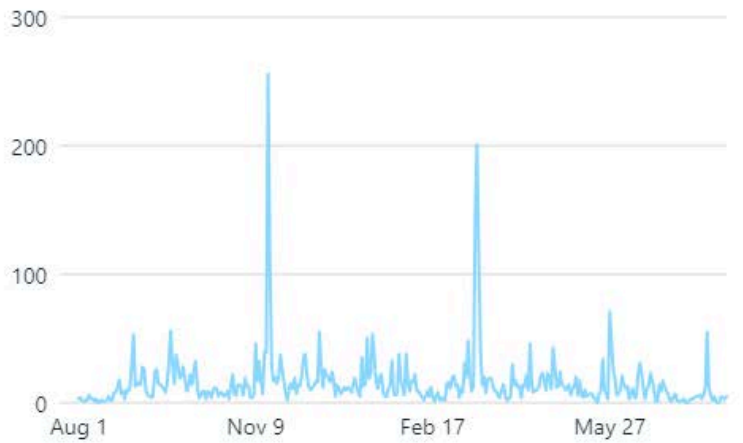
Facebook visits ⓘ

20.8K



Instagram profile visits ⓘ

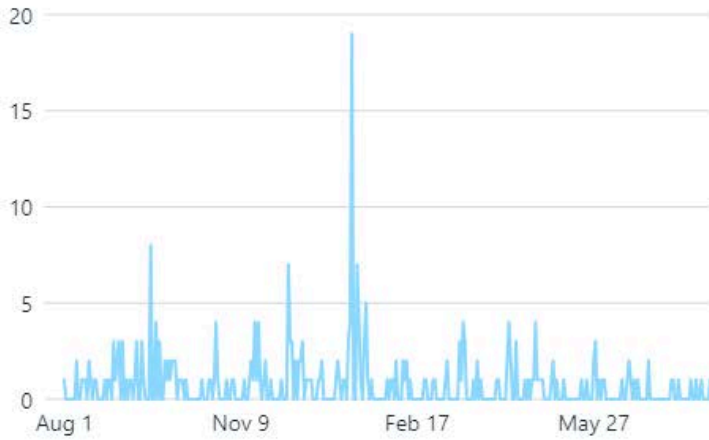
5.7K



Follows

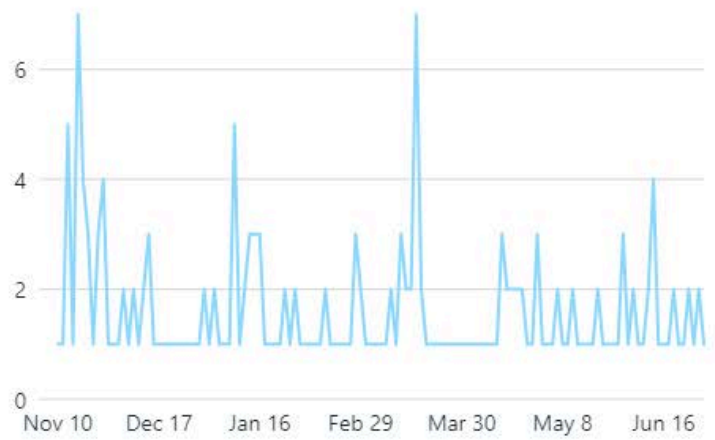
Facebook follows ⓘ

271



Instagram follows ⓘ

206



Video views

120K

Profile views

4.3K

Likes

2.8K

Comments

101

Shares

193

