



Date: October 23, 2024 **Agenda Item:** 8.6

To: Board of Trustees

From: Shawna Warren, Superintendent

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

Subject: **Communications Report - September & October 2024**

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 September and October 2024.

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

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

- COMPETENCY:** (1) Building Effective Relationships
- INDICATORS:** a. collaborating with community and provincial agencies to address the needs of students and their families.

- 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:** l. 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 October 23, 2024, Public Board meeting.

Attachment(s):

1. Communications Report for September and October 2024

Communications Report

September & October, 2024



Overview of Goals

1. Highlight Staff Expertise & Excellence
 2. Consistency in Communication and Messaging
 3. Building Staff Capacity
 4. Improve Broad Public Perception
 5. Improve Division Wide Communication
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Communications in September & October has been focused on:

Aligns with Marketing Goal #3

- Completing the remainder of the school start-up meetings. During these sessions, we reviewed necessary website updates, trained staff on Rally, social media management, and the use of Google Sites for newsletters. We also collaborated with each Admin team to discuss their marketing and communications goals for the year.

Aligns with Marketing Goal #1

- Creating the first staff expertise highlight of the year. To showcase STEAM in our Division, we interviewed Kevin Hubick, a Computer Science teacher, about his work with the robotics club, the computer science program, and how he inspires students. The highlights from this interview will be published at the end of October.

Aligns with Marketing Goal #1

- Completing our first round of school visits. At Ochre Park School, Redwater School, Gibbons School, Landing Trail School, Sturgeon Composite High School, Namao School, Morinville Public School, and Four Winds Public School, we captured classroom activities to highlight academics, positive school culture, and the expertise of our teachers.



Aligns with Marketing Goals #2 & #3

- Updating all school websites to include codes of conduct, handbooks, program information, staff directories, school council meeting dates, and more. We also worked with several schools to assist office staff in setting up online bookings for parent-teacher interviews through Rally.

Aligns with Marketing Goal #5

- Releasing the first two editions of the Division Newsletter, *Sturgeon Public Scoop*. The October edition featured events from Truth & Reconciliation Week, Terry Fox Run highlights, upcoming events, PowerSchool information with links to how-to guides, bus rules and regulations, and more. The September edition included steps for downloading our Division calendar, student registration details, PowerSchool usage information, and the new cell phone policy.

Sturgeon Public in the Media

- October 15, 2024 — Sturgeon Suffers First Setback
[Morinville News](#)
- October 9, 2024 — Sturgeon Spirits Seek Support for Phoenix Tournament
[Morinville News](#)
- October 1, 2024 — Constable Wills: New School Resource Officer at MCHS and Sturgeon Composite
[Morinville News](#)
- October 1, 2024 — Sturgeon Spirits Dominate on Senior Recognition Night, Shut Out Ardrossan 50-0
[Morinville News](#)

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- September 23, 2024 — Sturgeon Spirits Unbeaten at 4-0

[Morinville News](#)

Upcoming Events:

- Métis Week: November 4 - 8
- Remembrance Day: Ceremonies to take place on November 8
- Bullying Awareness Week: November 18 - 22