



**Date:** November 27, 2024 **Agenda Item:** 8.5  
**To:** Board of Trustees  
**From:** Shawna Warren, Superintendent  
**Originator(s):** Jonathan Konrad, Deputy Superintendent, Education Services  
Lauren Walter, Manager, Marketing & Communications  
**Subject:** **Communications Report - October & November 2024**

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**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 October and November 2024.

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

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

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|--------------------|--|
| <b>COMPETENCY:</b> | (1) Building Effective Relationships   |
| <b>INDICATORS:</b> | a. collaborating with community and provincial agencies to address the needs of students and their families.                                       |
| <b>COMPETENCY:</b> | (3) Visionary Leadership   |
| <b>INDICATORS:</b> | c. promoting in the school community a common understanding of and support for the school authority’s goals, priorities and strategic initiatives. |
| <b>COMPETENCY:</b> | (6) School Authority Operations and Resources  |
| <b>INDICATORS:</b> | e. establishing data-informed strategic planning and decision-making processes that are responsive to changing contexts.                           |
| <b>COMPETENCY:</b> | (7) Supporting Effective Governance  |
| <b>INDICATORS:</b> | 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 November 27, 2024, Public Board meeting.

**Attachment(s):**

1. Communications Report for October and November 2024

# Communications Report

## October & November, 2024

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### Overview of Goals

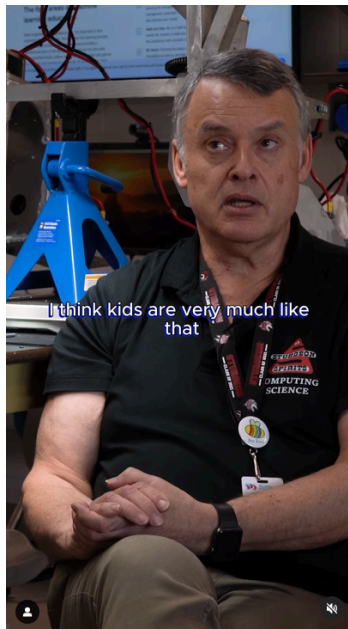
1. Highlight Staff Expertise & Excellence
  2. Consistency in Communication and Messaging
  3. Building Staff Capacity
  4. Improve Broad Public Perception
  5. Improve Division Wide Communication
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## Communications in October & November has been focused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

### Aligns with Marketing Goal #1

- Highlighting STEAM and computer technology programs in our Division. We interviewed Kevin Hubick, a teacher at Sturgeon Composite High School, who showcased the innovative work students are doing in robotics and computer technology.



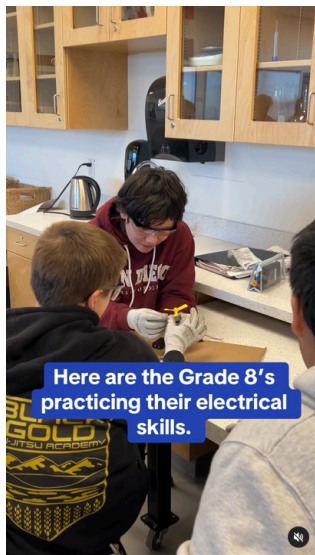
### Aligns with Marketing Goal #5

- Updating several areas of the Division and school websites to improve accessibility and usability. Highlights include the creation of dedicated "[Athletics](#)" webpages with ISC schedules, standings, and playoff information, as well as updates to the [Off-Campus](#) program pages to ensure families have access to accurate and current information.

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### Aligns with Marketing Goal #3

- Completing the second round of school visits, focusing on Legal Public School, Camilla School, Guthrie School, Sturgeon Heights School, Bon Accord Community School, and Lilian Schick School. During these visits, we supported staff with website updates, including parent-teacher interview booking pages, and captured classroom activities to showcase academics, positive school culture, and the expertise of our teachers.



### Aligns with Marketing Goals #2 & #5

- Preparing for a community engagement workshop to gather feedback on the proposed new K-9 school in Gibbons. A comprehensive communication plan—including print, digital, and phone outreach—was developed to inform the community and encourage strong attendance at the event.

### Aligns with Marketing Goal #4

- Encouraging positive feedback by planning the “Google Reviews Holiday Giveaway” contest. Each school will receive a gift card for a prize draw. Parents and guardians

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can enter by leaving a Google review highlighting what they appreciate about the school.

### Aligns with Marketing Goal #5

- Creating the [November edition](#) of the *Sturgeon Public Scoop* newsletter. This edition featured updates on parent-teacher interviews, Halloween events across the Division, the Holiday Card Artwork Contest, and other important news.

### Sturgeon Public in the Media

- October 30, 2024 — Sturgeon Public support staff poised for strike  
[St. Albert Gazette](#)
- November 4, 2024 — Jr. Spirits Win Banner, and Senior Player McBride named MVP  
[Morinville News](#)
- October 30, 2024 — Morinville Students Soar to New Heights in STEAM Learning  
[Morinville News](#)
- October 28, 2024 — Sturgeon Junior Spirits Advance to Division Championship After 34-0 Semifinal Shutout  
[Morinville News](#)
- October 21, 2024 — Sturgeon Spirits Surge into Semi-Finals  
[Morinville News](#)
- October 30, 2024 — Morinville junior high students participate in 66-foot-high Pumpkin Drop Challenge  
[CTV News](#)

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## **Upcoming Events:**

- Christmas Break: December 23 - January 5
- Educational Assistants' Appreciation Day: January 17