



Date: December 18, 2024 **Agenda Item:** 8.7

To: Board of Trustees

From: Shawna Warren, Superintendent

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

Subject: **Communications Report - November & December 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 November and December 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 December 18, 2024, Public Board meeting.

Attachment(s):

1. Communications Report for November and December 2024

Communications Report

November & December, 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 November & December has been focused on:

Aligns with Marketing Goal #4

- This month, Communications focused on enhancing the Division's broad public perception through Google reviews. We launched the "Google Reviews Contest," providing each school with a gift card to award to an SPS parent/guardian who left a positive review. A bonus entry was offered for those who also left a positive review for the Division.

The impact of this initiative has been significant. Here are the improvements in Google star ratings and review counts for each school from September to December 10th:

School	September	December 10th
Bon Accord Community School	4.2 stars (5 reviews)	4.8 stars (24 reviews)
Camilla School	3.8 stars (4 reviews)	4.8 stars (22 reviews)
Four Winds Public School	3.4 stars (21 reviews)	4.2 stars (41 reviews)
Gibbons School	3.1 stars (12 reviews)	4.1 stars (27 reviews)
Guthrie School	3.9 stars (24 reviews)	4.5 stars (39 reviews)
Landing Trail School	4.5 stars (11 reviews)	4.9 stars (35 reviews)
Legal Public School	5 stars (2 reviews)	4.8 stars (5 reviews)

Lilian Schick School	2.6 stars (23 reviews)	3.5 stars (33 reviews)
Morinville Public School	3.6 stars (16 reviews)	4.5 stars (44 reviews)
Namao School	3.9 stars (22 reviews)	4.4 stars (44 reviews)
Ochre Park School	No reviews	4.9 stars (19 reviews)
Redwater School	1 star (4 reviews)	3.3 stars (16 reviews)
Sturgeon Composite High School	2.9 stars (23 reviews)	4 stars (46 reviews)
Sturgeon Heights School	4.1 stars (26 reviews)	4.5 stars (42 reviews)
Sturgeon Public Schools	2.9 stars (7 reviews)	4.7 stars (91 reviews)

Aligns with Marketing Goals #2 & #5

- Executing the community engagement workshop for the proposed new K-9 school in Gibbons. A comprehensive communication plan—including print, digital, and email outreach—was developed and implemented to inform the community and encourage attendance at the event.
- To support the event, an RSVP form was created, allowing families to register and receive reminders leading up to the workshop.
- For the workshop itself, three detailed program overviews were prepared: one highlighting the current offerings at Landing Trail School, another showcasing Gibbons School, and a third providing an overview of programs across the entire Division. These materials were designed to give community members a clear understanding of existing programs and to inspire ideas and meaningful feedback during the engagement session.

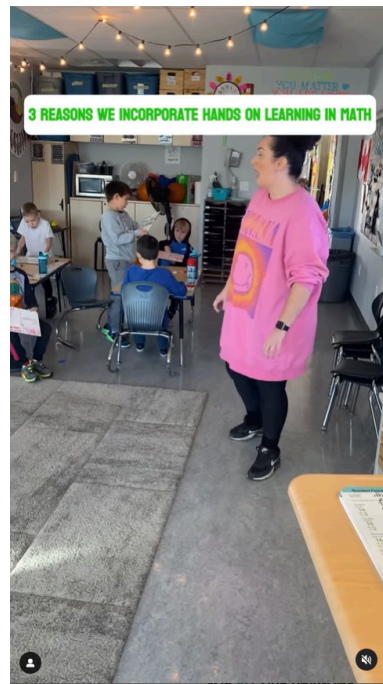
Aligns with Marketing Goal #4

- Celebrating student excellence by recognizing the student athletes named 2024 ISC Volleyball All-Stars. A social media campaign was launched featuring their photos alongside quotes from their coaches, spotlighting their achievements and contributions.



Aligns with Marketing Goal #3

- The third round of school visits, focusing on Gibbons School, Landing Trail School, Four Winds Public School, Morinville Public School, Sturgeon Composite High School, Namao School, Ochre Park School, and Redwater School. During these visits, we supported staff with website updates, assisted with Open House planning, and captured classroom activities and school events to showcase academics and positive school culture.



Aligns with Marketing Goal #5

- Publishing the December edition of the [*Sturgeon Public Scoop*](#), featuring a variety of highlights and updates. This edition included coverage of Métis Week and Remembrance Day celebrations across our schools, details on entering the Google Reviews contest, information about the Gibbons Community Workshop, and more.

Sturgeon Public in the Media

- December 1, 2024 — St. Albert brothers pilot new odd-jobs app

[St. Albert Gazette](#)

- November 28, 2024 — Sturgeon High music students team up for Songs of the Season

[St. Albert Gazette](#)

Upcoming Events:

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