



Date: January 29, 2025 **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 December 2024 & January 2025**

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 December 2024 and January 2025.

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

This report aligns with the [SLQS](#) 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 January 29, 2025, Public Board meeting.

Attachment(s):

1. Communications Report for December 2024 and January 2025

Communications Report

December & January, 2024/25



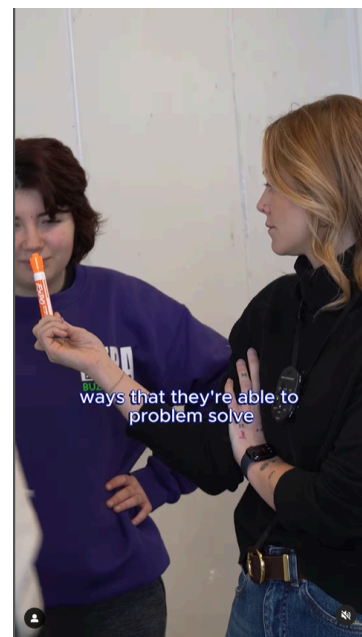
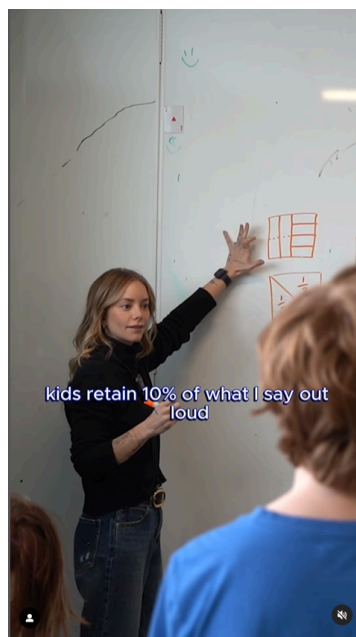
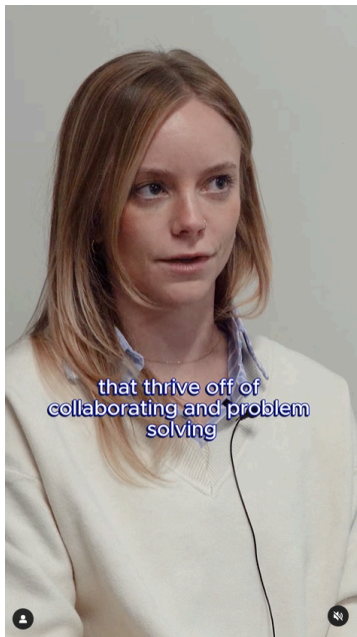
Overview of Goals

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 December & January has been focused on:

Aligns with Marketing Goal #1

- Showcasing excellence in mathematics across the Division. We featured Four Winds Public School teacher Lacey Pasemko, highlighting her efforts to implement "thinking classrooms" with her junior high students. These innovative classrooms promote collaborative, problem-solving-based learning, fostering deeper engagement and critical thinking skills.



Aligns with Marketing Goals #2 & #3

- Updating school websites across the Division. Each school website now features its 2025/26 Counselling and Wellness Plan. Additionally, the [Gibbons School](#) and [Landing Trail School](#) websites have been updated to include new information and community engagement feedback regarding the proposed K-9 school. On the Division website, we created a landing page consolidating all [Open House](#)

information, as well as a dedicated page outlining key details for the [2025 Trustee Elections](#).

Aligns with Marketing Goals #1, #4, & #5

- Promoting the now-canceled Pre-K & Kindergarten Expo by developing a comprehensive marketing campaign that included promotional videos, a radio ad, billboards, digital ads, and more. Following the event's cancellation, we are redirecting registered participants to their individual catchment schools' open houses. Additionally, we will be repurposing some of the marketing materials to promote individual school open houses, particularly for schools planning to introduce supplemental Kindergarten programs for the 2025/26 school year.

Aligns with Marketing Goals #1 & #4

- Supporting [Guthrie School](#) and [Morinville Public School](#) in launching their supplemental Kindergarten programs for the 2025/26 school year. To assist with these efforts, we developed an online registration form for each program, created a landing page with detailed information on each of their school websites, designed program flyers to be distributed to prospective parents at each school's open house, and produced digital advertisements, including videos, to promote both programs.

Aligns with Marketing Goal #5

- Publishing the January edition of the [Sturgeon Public Scoop](#), featuring a variety of highlights and updates. This edition included coverage of Christmas Concerts and Holiday celebrations, information on the Pre-K & Kindergarten Expo, Transportation reminders, and more exciting stories from across our schools.

Sturgeon Public in the Media

- January 9, 2025 — PowerSchool hack sweeps through St. Albert
[St. Albert Gazette](#)
- January 10, 2025 — Sturgeon Schools support staff poised for strike this Monday
[St. Albert Gazette](#)
- January 13, 2025 — UPDATE: Sturgeon Schools strike goes full day
[St. Albert Gazette](#)
- January 13, 2025 — Thousands of St. Albert students exposed in PowerSchool hack
[St. Albert Gazette](#)
- January 13, 2025 — Sturgeon Schools support staff on strike
[St. Albert Gazette](#)
- January 10, 2025 — Sturgeon County school support staff on strike
[Heartland News](#)
- January 15, 2025 — Why Sturgeon Public Schools support staff are on strike
[CBC News](#)
- January 15, 2025 — Striking school support staff make 'such a difference,' says parent
[CTV News](#)
- January 14, 2025 — School support workers at Sturgeon Public School Division go on strike
[Global News](#)

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- January 12, 2025 — Picket lines going up at Edmonton and Sturgeon schools as educational support workers walk out

[Edmonton Journal](#)

Upcoming Events:

- Pink Shirt Day: February 26