



Date: March 19, 2025 **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 February & March 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 February and March 2025.

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 March 19, 2025, Public Board meeting.

Attachment(s):

1. Communications Report for February and March 2025

Communications Report

February & March, 2025



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 February & March has been focused on:

Aligns with Marketing Goal #2

- Launching registration for the 2025-2026 school year. Updates were made to the Division website and school websites to ensure families had access to key registration information. A multi-channel communications strategy was implemented, including social media posts, email outreach, blog posts, and other communication tools to inform families that registration was live.

Aligns with Marketing Goals #1 & #4

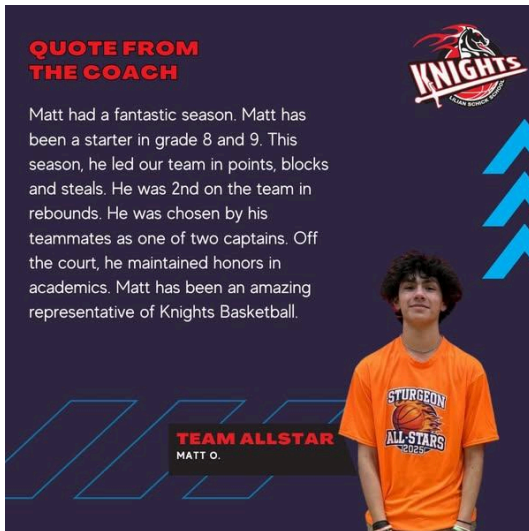
- Wrapping up the Guthrie School advertising campaign, which included digital ads, billboards, and radio promotions in support of the school's Open House event. These efforts successfully contributed to more than 25 new families registering for Guthrie School as of March 11th, 2025.

Aligns with Marketing Goals #2 & #5

- Preparing for the launch of Summer School, ensuring families had access to updated information. Work included:
 - Website updates to the [Summer School](#) page
 - Social media posts to promote program offerings
 - Email outreach to all families with students in Grades 9, 10, and 11
 - Print materials to support awareness and engagement

Aligns with Marketing Goal #4

- For the second year in a row, Communications highlighted student athletes through a social media campaign celebrating the basketball all-stars from each of the Division's schools. This initiative continues to recognize and celebrate student achievements in athletics.



Aligns with Marketing Goals #2 & #5

- Collaborating with the Division Principal to support the launch of the new Building Futures program, which will begin next school year. A dedicated [webpage](#) was created to provide prospective families with key details about the program, ensuring they have all the information needed to explore this opportunity.

Aligns with Marketing Goal #5

- Publishing the March edition of the [Sturgeon Public Scoop](#), featuring a variety of highlights and updates. This edition included 2025-2026 registration information, Labour Action updates, a wrap up of Pink Shirt Day 2025, and more.

Sturgeon Public in the Media

- March 7, 2025 — Alberta school looks to stop abuse before it starts

[CTV News](#)

Upcoming Events:

- Spring Break: March 24th - 28th
- Teal Up Day: April 11th
- Education Week: April 7th to 11th
- Earth Day: April 22nd