



Date: April 23, 2025 **Agenda Item:** 8.4

To: Board of Trustees

From: Shawna Warren, Superintendent

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

Subject: **Communications Report March & April 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 March and April 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 April 23, 2025, Public Board meeting.



Attachment(s):

1. Communications Report for March and April 2025

Communications Report

March & April, 2025



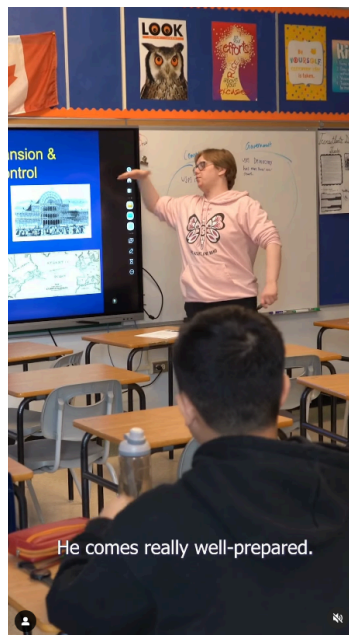
Overview of Goals

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 March & April has been focused on:

Aligns with Marketing Goal #1

- Celebrating our seven Edwin Parr Division Nominees. Each nominee was featured in a video that captured them in action, accompanied by a heartfelt message from their Principal or Vice Principal explaining why they were nominated. The series saw impressive engagement, garnering over 25,000 views across Facebook and Instagram.



Aligns with Marketing Goals #4 & #5

- Highlighting Month of the Military Child and Teal Up Day. Communications developed a variety of engaging content to inform and celebrate with our school community. We launched a [dedicated webpage](#), shared multiple social media posts, and created an interactive trivia game in Instagram Stories to raise awareness of the month's significance.

Aligns with Marketing Goals #4 & #5

- Celebrating the news that the provincial government has invested design funding into building a replacement school for Morinville Public School. We assisted in planning the official announcement and invited the media to attend. Additionally, we shared the exciting news on our social media channels and website. This month, Communications has also been focused on providing promotional material for events, including the SPSD Business & Community Partners Engagement Event and the Horse Hill Community League Easter Egg Hunt.

Aligns with Marketing Goal #5

- Publishing the April edition of the [*Sturgeon Public Scoop*](#), featuring a variety of highlights and updates. This edition included information about Month of the Military Child, the upcoming Sturgeon Creative Arts Festival, school bus safety reminders, and more.

Sturgeon Public in the Media

- March 22, 2025 — Sturgeon Public Schools strike over

[St. Albert Gazette](#)

- April 2, 2025 — Guthrie School Hosts Teal Up Day to Honour Military Families

[Heartland News](#)

- April 2, 2025 — Alberta Invests in New Morinville School to Address Growth and Aging Infrastructure

[Heartland News](#)

- April 9, 2025 — Sturgeon Public Schools Celebrates Design Funding for Morinville Public School Replacement

[Morinville Press](#)

- April 3, 2025 — New School Coming to Replace Morinville Public School

[CTV News](#)

Upcoming Events:

- Earth Day: April 22nd
- Bus Driver Appreciation Day: May 5th
- Hats on for Mental Health: May 7th