



Date: June 19, 2024 **Agenda Item:** 8.6

To: Board of Trustees

From: Shawna Warren, Superintendent

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

Governance Policy: [Board Policy 225: Role of the Board](#)
[Board Policy 700: Superintendent of Schools](#)

Additional Reference: [AP220: Communications](#)

Assurance Domain: Local & Societal Context

Superintendent Leadership Quality Standard (SLQS)
SLQS Competencies ([SLQS](#) / [Board Policy 700](#)):
Building Effective Relationships
Visionary Leadership

Subject: **Communications Report - May and June 2024**

Purpose:

For information.

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 May and June 2024.

Administration is prepared to respond to questions at the June 19, 2024, Public Board meeting.

Attachment(s):

1. Communications Report for May and June 2024

Board Memorandum

May & June 2024



**Sturgeon
Public Schools**

Dare to reimagine learning

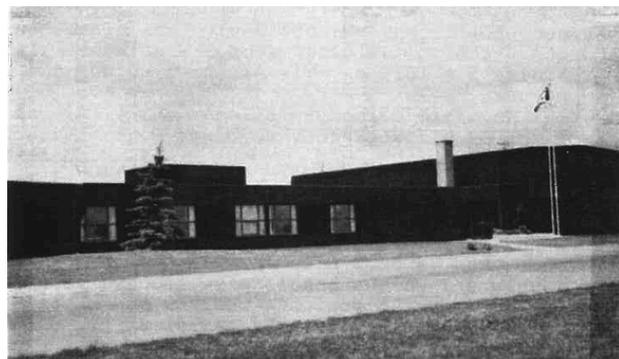
Communications
Report

OVERVIEW OF GOALS

Connecting with the School Community

GOAL #1: WEBSITE ENHANCEMENT

Objective: Improve website content and visuals to increase site visits and provide reliable, up-to-date information.



GOAL #2: KINDERGARTEN EXPO

Objective: Increase Pre-Kindergarten and Kindergarten enrolment by hosting informative Expos.

GOAL #3: GRADE 9 RETENTION

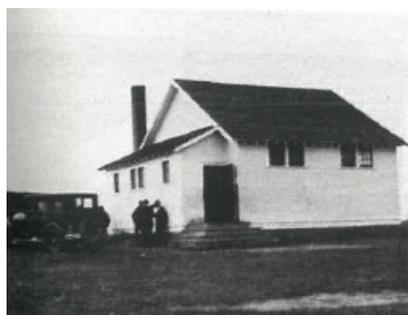
Objective: Build a sense of community to retain grade 9 students transitioning to Sturgeon Composite High School.

GOAL #4: FRENCH IMMERSION GROWTH

Objective: Increase enrolment in the new French Immersion program at Sturgeon Composite High School.

GOAL #5: COMMUNITY COLLABORATION

Objective: Strengthen community connections by being more visible in school communities.



Communications in May & June has been focused on:

Aligns with all Marketing Goals

- Promoting registration at Guthrie School. To boost enrolment, we have implemented a comprehensive marketing campaign that includes print and radio advertising, Google ads, and the distribution of printed materials in the North End of Edmonton. Additionally, we have featured parent testimonials to provide personal insights into the school's community and offerings. The primary aim of these initiatives is to raise public awareness that Guthrie School welcomes all families, not strictly those affiliated with the military.



Aligns with all Marketing Goals

- Showcasing our Division's commitment to fostering inclusivity and diversity within our school community. In celebration of Pride Week, we created rainbow versions of all school logos to symbolize our support. Furthermore, we developed a dedicated [webpage](#) to serve as a comprehensive resource for families. This page explained the significance of Pride, outlined relevant legislation, and provided examples of past activities conducted by our schools to promote this initiative.



Communications in May & June has been focused on:

Aligns with all Marketing Goals

- Showcasing our participation in Hats on for Mental Health Day. We produced a video featuring the unique hats worn by our Central Office Staff, demonstrating their support for mental health and wellness initiatives across our Division.



Show me

Aligns with all Marketing Goals

- Spotlighting the STEAM Games. Our team attended the event to provide live updates and created engaging social media content. Additionally, we crafted a detailed blog post on our website that summarized the event, highlighting the success and dedication of our students who participated.



Show me



Show me

Communications in May & June has been focused on:

Aligns with all Marketing Goals

- Promoting the athletic accomplishments of our students. We produced a video celebrating the achievements of the Sturgeon Composite High School Rugby team, which not only reached the Tier 1 Edmonton Metro Final but also secured their second consecutive Provincial Championship title.



[Show me](#)

Sturgeon Public in the Media

Aligns with Marketing Goal 5

- June 10, 2024 — Sturgeon Spirits triumphant in first annual Red and Black Bowl
Heartland News
- May 22, 2024 — Fifth annual STEAM Games showcasing students collaboration
Heartland News
- June 10, 2024 — Sturgeon Spirits Claim Victory in Inaugural Red & Black Bowl
Morinville News
- June 1, 2024 — Teachers, schools, decry funding cuts
St. Albert Gazette
- May 30, 2024 — Mean Girls Production by Four Winds School Impresses Audience
Morinville News
- May 30, 2024 — STEAM Games go to the moon in Sturgeon Public
St. Albert Gazette

Upcoming Events

- National Indigenous Peoples Day: June 21
- Last Day of Classes: June 27