



Date: February 26, 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 - January & February 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 January and February 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 February 26, 2025, Public Board meeting.

Attachment(s):

1. Communications Report for January and February 2025

Communications Report

January & February, 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 January & February has been focused on:

Aligns with Marketing Goals #2 & #3

- Updating Division and school websites with key information. In preparation for the upcoming round of parent-teacher interviews, we have been assisting schools with setting up their website's online booking feature, ensuring families can easily schedule their interview times. Additionally, we continue to update the Division website with the latest information on the [labour action](#) as it becomes available.

Aligns with Marketing Goals #4, & #5

- Promoting School Open House events across the Division. To encourage both current and prospective families to attend, we leveraged [websites](#), [social media](#), and a mix of print and digital advertising to maximize outreach and keep the community informed.

Aligns with Marketing Goals #2 & #5

- Promoting the launch of registration for the 2025-2026 school year. To inform current and prospective families, we updated Division and school websites, created social media posts, and distributed a Division-wide email to all families letting them know that registration had opened. Additionally, we provided schools with promotional materials, including graphics, to support their own communication efforts through newsletters and other channels. At many Open House events, we also collected contact information from interested families and personally reached out to them on opening day to notify them that registration was officially open.

Aligns with Marketing Goals #2 & #5

- In collaboration with Student Information Services, the Communications department focused on preparing clear and accessible resources to help families navigate the new registration platform: School Engage. We created a step-by-step guide on the [Division website](#), outlining each stage of the process. To ensure a smooth experience, we detailed various scenarios—such as new versus existing students and Pre-K versus Kindergarten to Grade 12—and organized the information into distinct sections for clarity.

Aligns with Marketing Goal #5

- Publishing the February edition of the [Sturgeon Public Scoop](#), featuring a variety of highlights and updates. This edition included information on the importance and purpose of Pink Shirt Day, Open House information, Labour Action updates, and Transportation reminders.

Sturgeon Public in the Media

- February 17, 2025 — Most Albertans side with education workers, poll shows
[St. Albert Gazette](#)
- January 30, 2025 — Parents speak out in support of Sturgeon Public EAs
[St. Albert Gazette](#)
- January 20, 2025 — Get smart about kids and smartphones
[St. Albert Gazette](#)
- January 22, 2025 — Kids with disabilities are having to stay home
[CBC Radio](#)

Upcoming Events:

- Substitute Teachers' Appreciation Week: March 10th - 14th
- Spring Break: March 24th - 28th