



Date: May 28, 2025 **Agenda Item:** 8.2

To: Board of Trustees

From: Shawna Warren, Superintendent

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

Subject: **Communications Report April & May 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 April and May 2025.

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

This report aligns with the [SLOS](#) in the following way:

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|--------------------|--|
| 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. |
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| 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 May 28, 2025, Public Board meeting.

Attachment(s):

1. Communications Report for April and May 2025

Communications Report

April & May, 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 April & May has been focused on:

Aligns with Marketing Goal #1

- Producing the latest installment of *SPS Knows Best*, our staff spotlight series. The May feature highlighted Brooke Thomson, a Kindergarten teacher at Bon Accord Community School. In the video series, Brooke shared insights into early learning in her classroom, emphasizing how she empowers young students to take on leadership roles and uses positive affirmations to ensure each child feels supported, valued, and seen.



Aligns with Marketing Goals #4 & #5

- Promoting awareness of our Pre-Kindergarten programming. To support this goal, we launched a targeted advertising campaign that included multiple digital ads

across various platforms, as well as a mail drop featuring an infographic flyer designed to inform families about the benefits and accessibility of our Pre-Kindergarten program.

Aligns with Marketing Goals #2 & #5

- Increasing awareness of the Division's use of Therapeutic Crisis Intervention for Schools (TCIS). To support this effort, we developed a one-page infographic that was shared with all families via email. The content was also adapted into a newsletter insert that schools can include in their individual newsletters, and it will be featured in an upcoming edition of the Division newsletter to ensure consistent messaging across platforms.

Aligns with Marketing Goal #5

- Promoting school bus safety. We created a graphic emphasizing the importance of stopping for school buses when their lights are flashing, accompanied by a caption detailing the serious penalties for failing to do so. The post was shared across Facebook and Instagram, reaching over 10,000 viewers. It was also featured in the Division newsletter to further reinforce this critical safety message.



Aligns with Marketing Goal #5

- Publishing the May edition of the [Sturgeon Public Scoop](#), featuring a variety of highlights and updates. This edition included information about Mental Health and Wellness Week, the Creative Arts Festival, STEAM Games, Sturgeon Night of Music, school bus safety reminders, and more.

Sturgeon Public in the Media

- May 19, 2025 — Sturgeon Composite Hosts Drumline Provincial Championship
[St. Albert Gazette](#)
- May 12, 2025 — St. Albert/Sturgeon Students Show Skills
[St. Albert Gazette](#)

Upcoming Events:

- Pride Week: June 2nd to 6th
- National Indigenous Peoples Day: June 21st
- School Based Award Ceremonies and Celebrations: Last week of June
- Last Day of Classes: June 27th