



Date: June 18, 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 May & June 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 May and June 2025.

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

This report aligns with the [SLQS](#) 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 June 18, 2025, Public Board meeting.

Attachment(s):

1. Communications Report for May and June 2025

Communications Report

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

Aligns with Marketing Goals #2 & #5

- A broad range of website updates to prepare for the 2025–26 school year. We have been gathering and uploading revised program descriptions, handbooks and codes of conduct, school supply lists, and “Meet the Teacher” dates. As updated information is received from each school, it is being promptly published to ensure families have access to the most current details. We remain on track to complete all school website updates by the final day of classes in June, supporting a smooth and informed start-up in September.

Aligns with Marketing Goals #2 & #5

- Supporting Division-wide awareness and engagement for Pride Week. We shared a comprehensive support document with schools, which included parent letters, FAQs, and key messaging to help foster open and productive communication with families. To further support transparency and understanding, we also created a Division-wide [Pride Week](#) landing page. With Communications’ support, every school in the Division also shared their rainbow version of their logo, reinforcing a unified message of inclusion and celebration across all communities.



Aligns with Marketing Goals #4 & #5

- Developing a new [Collegiate Programming](#) section on the Division website. This page—along with dedicated subpages—highlights key programs such as Aviation, Building Futures, and Skilled Trades. The goal is to ensure families are well-informed about the diverse and innovative opportunities available to students across the Division, and to showcase the breadth of our programming in a clear and accessible format.

Aligns with Marketing Goal #4

- Carrying out a final marketing push for Guthrie School and Legal Public School to support enrolment efforts. For Guthrie, we launched a targeted digital advertising campaign and added a new [Book a Tour](#) page to the school's website, allowing prospective families to schedule visits with ease. For Legal Public School, we designed and launched a billboard advertisement encouraging registration for the 2025–26 school year, helping to raise visibility within the local community.

Aligns with Marketing Goal #5

- Publishing the June edition of the [Sturgeon Public Scoop](#), featuring a variety of highlights and updates. This edition included information about Pride Week, National Indigenous Peoples Day, Transportation Registration, and more.

Aligns with Marketing Goal #5

- Celebrating our graduates. Communications placed congratulatory messages for the Sturgeon Public Schools Class of 2025 in both the *St. Albert Gazette* and the *Redwater Review*. These ads acknowledged the accomplishments of our students and extended Division-wide best wishes as they move on to new opportunities beyond high school.

Upcoming Events:

- National Indigenous Peoples Day: June 21st
- School Based Award Ceremonies and Celebrations: Last week of June
- Last Day of Classes: June 27th