



Date: August 27, 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 - July and August 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 July and August 2025.

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

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

- | | |
|--|--|
| COMPETENCY:
INDICATORS: | (1) Building Effective Relationships
a. collaborating with community and provincial agencies to address the needs of students and their families. |
| COMPETENCY:
INDICATORS: | (3) Visionary Leadership
c. promoting in the school community a common understanding of and support for the school authority's goals, priorities and strategic initiatives. |
| COMPETENCY:
INDICATORS: | (6) School Authority Operations and Resources
e. establishing data-informed strategic planning and decision-making processes that are responsive to changing contexts. |
| COMPETENCY:
INDICATORS: | (7) Supporting Effective Governance
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 2: 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 11: 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 August 27, 2025, Public Board meeting.

Attachment(s):

1. Communications Report for July and August 2025

Communications Report

July & August, 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
-

Communications in July & August has been focused on:

Aligns with all Marketing Goals

- Promoting our Collegiate programming. We developed a comprehensive brand kit, including an official logo and launched a dedicated section on the [Division website](#). For the Aviation program, we produced promotional materials such as flyers and event signage that were showcased at the YEG Charity Golf Classic (August 15) to raise awareness and build visibility.



Aligns with Marketing Goals #2, #3 & #5

- Building systems that strengthen consistency and capacity across the Division. We developed a monthly communications checklist to help schools streamline their efforts and ensure alignment with Division priorities. In addition, we finalized plans for our first-ever Communications-focused PD Day in late September. This training will equip staff with practical skills in Rally, Canva, social media and online community engagement, supporting stronger and more effective communication with stakeholders.

Aligns with Marketing Goals #2 & #5

- Informing the community about the upcoming [Trustee Election](#). We developed a comprehensive outreach campaign that includes emails, website content, social media advertising, newspaper ads, flyers and other promotional materials. These efforts are designed to ensure widespread awareness of the opportunity to run for Trustee.



Aligns with all Marketing Goals

This month, Communications prepared for the upcoming school year by:

- Creating and scheduling social media posts for PD Days, holidays and key dates
- Updating school websites with current fee lists
- Reviewing and refreshing the Division website, including the staff directory
- Mapping out important event dates for schools to support advance planning
- Scheduling reminder emails for recurring tasks such as website updates

These behind-the-scenes efforts provide a strong foundation for consistent and timely communication with families.

Upcoming Events:

- First Day of Classes: August 28th
- National Truth & Reconciliation Day: September 30th