

**Date:** September 24, 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 and Year in Review**

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**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.

Two documents are provided for the Board's information this month:

- Communications Report (August–September 2025): a summary of recent activities undertaken by the Communications team in support of divisional priorities.
- Communications Year in Review 2024–2025: a reflective report highlighting progress toward the Division's five communication goals: highlighting staff expertise and excellence, ensuring consistency in communication and messaging, building staff capacity, improving broad public perception, and improving division-wide communication. This report includes data that demonstrates growth and identifies areas requiring continued attention in the coming year.

Together, these attachments provide both an update on current activities and a broader look back at the year's achievements in building awareness, engagement and support for public education in Sturgeon Public Schools.

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

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

- |                    |  |
|--------------------|--|
| <b>COMPETENCY:</b> | (1) Building Effective Relationships   |
| <b>INDICATORS:</b> | a. collaborating with community and provincial agencies to address the needs of students and their families. |
| <b>COMPETENCY:</b> | (3) Visionary Leadership   |
| <b>INDICATORS:</b> | c. promoting in the school community a common understanding of and support for the school authority's goals, |

priorities and strategic initiatives.

<b>COMPETENCY:</b>	(6) School Authority Operations and Resources
<b>INDICATORS:</b>	e. establishing data-informed strategic planning and decision-making processes that are responsive to changing contexts.
<b>COMPETENCY:</b>	(7) Supporting Effective Governance
<b>INDICATORS:</b>	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 September 24, 2025, Public Board meeting.

**Attachment(s):**

1. Communications Report (August–September 2025)
2. Communications Year in Review 2024–2025

# Communications Report

## August & September 2025

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### 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 August & September has been focused on:

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

- Hosting the Division's first-ever **Communications Professional Development Day** on Friday, September 19, with a representative from each school in attendance. The training covered key topics, including:
  1. Creating content using Canva
  2. Managing school websites through Rally
  3. Understanding this year's monthly communications requirements through the new task list, and effectively using social media.
- This formal training, paired with the introduction of the monthly checklist, is designed to support greater consistency in communications practices across the Division.

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

- Creating and sharing a comprehensive list of mandatory events for the year with Admin teams, and adding them to the [Division Calendar](#). These events include:
  - Truth & Reconciliation Week
  - National Custodian Day
  - World Teachers' Day
  - Métis Week
  - Bullying Awareness Week
  - Educational Assistants' Appreciation Day
  - Pink Shirt Day
  - Substitute Teachers' Appreciation Week
  - Teal Up Day (Month of the Military Child)
  - Education Week
  - Earth Day
  - Administrative Professionals' Day

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- Hats On for Mental Health
  - Bus Driver Appreciation Day
  - Pride Week
  - National Indigenous Peoples Day
  - Digital Citizen Day
  - Division-Wide Remembrance Day Ceremonies

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

- Continuing work on informing the community about the upcoming Trustee Elections. All required public notices regarding nomination day and the election date were created and submitted to local newspapers for print. In addition, the [Division website](#) has been regularly updated with candidate information and other election-related details to ensure families and community members remain informed.

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

- Providing ongoing updates regarding the impending [labour action](#). Each media release and/or update received from TEBA required a rapid response to ensure information was clearly communicated across multiple channels. Updates were promptly posted to the Division website and distributed to all families via email, ensuring stakeholders have accurate, up-to-date information and adequate time to prepare.

### Aligns with Marketing Goal #5

- Prioritizing strong, clear outreach to stakeholders. We released the first edition of the [Sturgeon Public Scoop](#) for 2025/26, featuring updates on labour negotiations, Trustee Elections, the Division calendar, PowerSchool access, and back-to-school

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highlights from our schools. We also sent an email to all families with a guide to key information sources, including our website, social media channels, and newsletter subscription options. These efforts ensured families had easy access to important updates and resources from the outset of the year.

### **Sturgeon Public in the Media:**

- September 11, 2025 — Notice of Nomination Day (pg. 5)

[St Albert Gazette](#)

- September 17, 2025 — Notice of Nomination Day (pg. 5)

[Morinville Free Press](#)

- September 17, 2025 — Notice of Nomination Day (pg. 8)

[Redwater Review](#)

- September 4, 2025 — Notice of Nomination Day (pg. 6)

[St Albert Gazette](#)

- September 10, 2025 — Notice of Nomination Day (pg. 5)

[Morinville Free Press](#)

- September 10, 2025 — Notice of Nomination Day (pg. 8)

[Redwater Review](#)

### **Upcoming Events:**

- Truth & Reconciliation Week: September 23 - 29
- National Custodian Day: October 2
- World Teachers' Day: October 5
- Digital Citizen Day: October 29

**MARKETING & COMMUNICATIONS**

# A Year in Review

**2024 - 2025**





## GOAL #1

### Highlight Staff Expertise & Excellence

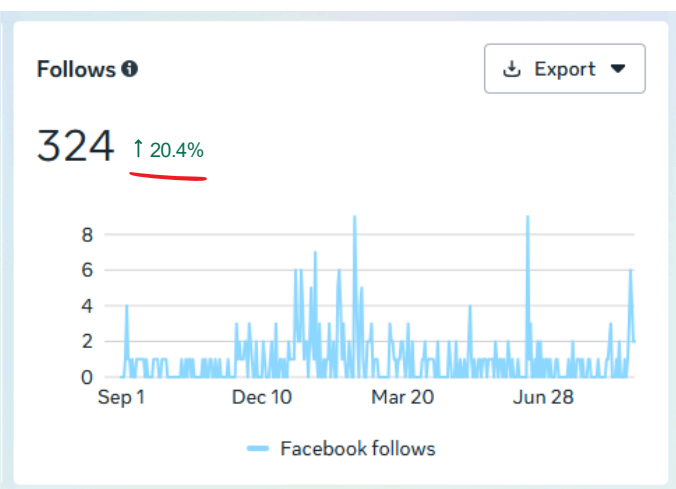
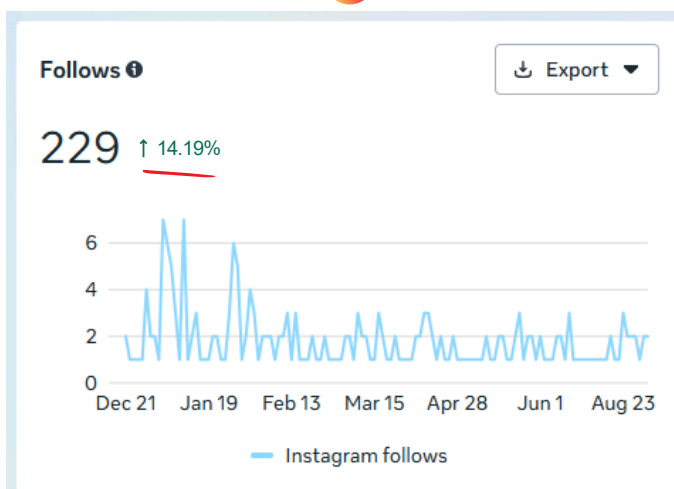
Use our social media channels to showcase the knowledge and talent of our staff, demonstrating their ability to successfully educate our students. Create content that allows staff to share their knowledge, teaching practices, and techniques.

#### Measures:

- Increase social media followers by 15% across all platforms.
- Achieve a 10% increase in post interactions (likes, shares, comments).

#### Result:

- Launched the **#SPSKnowsBest** video series featuring staff expertise in areas such as robotics, STEAM, Off Campus and Dual Credit programming, leadership development, and hands-on learning.
  - 13 videos across Facebook, Instagram, and TikTok generated **195,219 total views**.
- Produced a first-ever **video series celebrating 7 Edwin Parr Award nominees**, giving families an inside look at the Division's newest educators.
  - 7 videos across platforms generated **50,012 total views**.
- Social media growth exceeded targets:
  - **Instagram followers:** +14.19%
  - **Facebook followers:** +20.4%
  - **Average growth across platforms:** +17.29%







## GOAL #2

### Consistency in Communication and Messaging

*Standardize messaging across all platforms, including websites, Google Sites, School Messenger, newsletters, and social media. Recognize the unique needs of each school community and ensure important information is available across all platforms used by schools.*

#### Measure:

- Improve the consistency in messaging across all platforms.

#### Result:

- Completed the majority of **school visits** (prior to labour action) to provide staff with training, support, and content creation tools for Rally websites, newsletters, social media, and email.
- Schools demonstrated strong commitment to sharing information; however, **platform use remained inconsistent** (e.g., some prioritized Rally, while others relied almost exclusively on newsletters).
- To address these gaps moving forward:
  - Professional Development training will be provided on all communication platforms.
  - A monthly communications checklist will be introduced, ensuring families and stakeholders can reliably access essential information while accounting for staffing limitations.



## GOAL #3

### Building Staff Capacity

*Continue to train and support staff in effectively using our communication channels to ensure a smoother process for both staff and stakeholders. Provide consistent support and training through weekly rotational visits to schools. Collaborate with school Admin teams to achieve shared, long-term goals.*



### Measures:

- Conduct meetings with every school by the end of September 2024 to establish communication goals for the 2024/25 school year
- Complete at least five visits to each school over the course of the school year to deliver training and support in achieving the outlined communication goals

### Result:

- Successfully **conducted meetings with every school by the end of September 2024**, supporting the establishment of communication goals for the year.
- Completed **three rotational visits** to each school to deliver training and support toward these goals.
- Labour action limited the ability to complete all five planned visits, but consistent progress was made in building staff capacity and strengthening communication practices across the Division.



## GOAL #4

### Improve Broad Public Perception

*Leverage prominently displayed Google reviews as a crucial representation of our schools by actively gathering positive feedback that accurately reflects our schools' culture.*














#### Measure:

- Obtain a minimum of 10 positive Google reviews for each school by June, 2025.

#### Result:

- Schools across the Division experienced significant improvements in both the **quantity and quality of Google reviews**, strengthening their online presence and public perception.

Highlights include:

- Bon Accord Community School: +19 reviews (4.2 → 4.8 stars) 
- Camilla School: +18 reviews (3.8 → 4.8 stars) 
- Four Winds Public School: +20 reviews (3.4 → 4.2 stars) 
- Gibbons School: +15 reviews (3.1 → 4.1 stars) 
- Guthrie School: +14 reviews (3.9 → 4.5 stars) 
- Landing Trail School: +24 reviews (4.5 → 4.9 stars) 
- Legal Public School: +3 reviews (5.0 → 4.8 stars) 
- Lilian Schick School: +10 reviews (2.6 → 3.5 stars) 
- Morinville Public School: +28 reviews (3.6 → 4.5 stars) 
- Namao School: +22 reviews (3.9 → 4.4 stars) 
- Ochre Park School: +19 reviews (0 → 4.9 stars) 
- Redwater School: +12 reviews (1.0 → 3.3 stars) 
- Sturgeon Composite High School: +23 reviews (2.9 → 4.0 stars) 
- Sturgeon Heights School: +16 reviews (4.1 → 4.5 stars) 

- Division-wide, the Sturgeon Public Schools Google profile saw remarkable improvement: +84 reviews, raising its rating from 2.9 to 4.7 stars. 

## GOAL #5

### Improve Division Wide Communication

Reintroduce the monthly Division Newsletter focused on important Division information. Check in with Division Departments monthly to gather information for the newsletter.

#### Measure:

- Publish the newsletter monthly with a 40% readership rate.

#### Result:

- Successfully **published monthly newsletters** throughout the entire 2024/25 school year.
- Collaborated with Division departments to ensure families consistently received the most relevant and timely information.
- Achieved a **69.5% average open rate**, significantly surpassing the 40% readership goal.



#### Monitor performance

Sep 17, 2024 - Sep 16, 2025 • Compared to last 365 days • Includes Apple MPP

€ Total sends

5,426

↑ 410%

€ Open rate

69.5%

↑ 119%

€ Click rate

11.6%

↑ 186%

€ Unsubscribe rate

0.21%

↓ 64.0%