



## MEMORANDUM

January 18, 2022  
Regular Board Meeting

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**TO** Board of Trustees

**FROM** Shauna Boyce, Superintendent

**ORIGINATOR** Mark Francis, Deputy Superintendent

**RESOURCE** Jordi Weidman, Director, Strategic Communications

**GOVERNANCE POLICY** Board Policy 2: Role of the Board  
Board Policy 3: Role of the Trustee  
Board Policy 12: Role of the Superintendent

**ADDITIONAL REFERENCE** BP 2: Stakeholder Engagement and Communication  
BP 12: Section 6. Superintendent / Board Relations  
BP 12: Section 8. Communications and Community Relations  
Board Annual Work Plan

**SUBJECT** **COMMUNICATIONS PRIORITIES REPORT**

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### PURPOSE

For information. No recommendation required.

### BACKGROUND

The Board of Trustees establishes processes, provides opportunities for input from its stakeholders, promotes positive community engagement within the Division and represents the community's needs, hopes and desires in relation to student programming. Communications has become a key component of the Division's pandemic response. The Board Communications Priorities Report serves as a tool to carry out the Board's Work Plan.

### REPORT SUMMARY

The Parkland School Division Board of Trustees established a number of Assurance Elements in the Key Domain of Governance in the Division's Education Plan. Those elements included *Trustees Engage, Listen and Advocate*

as well as *Trustees Foster Community Relationships*. This Communications Priorities Report defines strategies set forth in order to deliver on these elements with community partners through a variety of forums.

Administration would be pleased to respond to any questions.

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## COMMUNICATIONS PRIORITIES REPORT

### JANUARY 2022

Presented to the Board of Trustees, January 18, 2022

Mark Francis, Deputy Superintendent

Resource: Jordi Weidman, Director, Strategic Communications

*Our Students Possess the confidence, resilience, insight and skills required to thrive in, and positively impact, the world.*

## BACKGROUND

PSD has a compelling story to share with many audiences – business and political leaders, community, students, parents and staff. With over 11,000 students and 1,100 staff in 22 schools, multiple alternative sites, and the Centre for Education, PSD is a major economic and social contributor to the Tri-Municipal Area and its stories will have great meaning and impact to a wide range of audiences. Enhancing existing communication efforts (both divisionally and at the school level) and defining new communications opportunities is a key priority within this communications plan.

## REPORT / TOPIC

The communication priorities will be instrumental in shaping key messages to targeted audiences from public relations, advertising, promotions, government relations, and media relations perspectives all with a strategic purpose.

In the Board Legacy document, the previous Board of Trustees identified the following in terms of areas that we might continue to grow:

- The Board should continue to reach out to community partner organizations to promote choice within PSD.
- With respect to fees and funding: What form of stakeholder input will be needed to identify priorities and increase stakeholder knowledge of the funding framework?
- The Board should explore new community partnerships to build on existing partnerships.
- The new Board will want to continue to engage students. This may involve reaching out to students more often, or to different “interest groups” from among the student body. (i.e. Student Advisory)
- The new Board will pick up and continue the initiatives of the previous Board to communicate effectively and transparently with stakeholders.
- The Board should evaluate the increased access of some online meetings/engagements.
- The Board will need to consider how the role of the board, the work of the board, and the issues facing education can be effectively communicated to stakeholders.
- The Board should continue to expand engagement opportunities with specific focal areas (i.e., Indigenous Education).
- Relationships are a product of the people in the roles - many new individuals will be “at the table” after the municipal elections and new relationships will need to be created.

## Audiences

### Primary Audiences

- Parents/Guardians/Grandparents
- Students
- Staff (both teachers and non-teaching staff)
- The general public
- School Councils and Council of School Councils
- Government of Alberta/Alberta Education

### Secondary Audiences

- Municipalities (Administrators and Governance)
- Local Communities (Spruce Grove, Stony Plain and Parkland County residents with no children in the school system)
- Government of Canada
- Service groups and businesses in Tri-Municipal Area
- Influential education opinion leaders/organizations within Alberta

## General Community Engagement

The department recognizes the need to be flexible when it comes to how we engage the public while we all adjust to living with COVID-19. Public health measures at the time will factor into what this will look like moving forward.

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| <ul style="list-style-type: none"> <li>• Websites</li> <li>• Press releases/News Articles</li> <li>• Social Media</li> <li>• School newsletters</li> <li>• Council of School Councils</li> <li>• Trustee attendance at school &amp; community events</li> <li>• Media Relations</li> </ul> | <ul style="list-style-type: none"> <li>• Board Meeting Highlights</li> <li>• Trustee attendance at school council meetings</li> <li>• Occasional presentations to municipal councils</li> <li>• Video story-telling via the Division YouTube Channel.</li> </ul> |
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