



MEMORANDUM

May 30, 2023
Regular Board Meeting

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
ADDITIONAL REFERENCE	BP 2: Stakeholder Engagement and Communication BP12: Section 8. Communications and Community Relations AP 600: Communications Principles AP 604: Media Relations AP 640: Social Media
SUBJECT	STRATEGIC COMMUNICATIONS DEPARTMENT REPORT (2022-2023)

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. The Superintendent takes actions to ensure open, transparent, positive internal and external communications. The strategic communications department will be instrumental in shaping key messages to targeted audiences from public relations, advertising, promotions, government relations, and media relations perspectives.

REPORT SUMMARY

The Strategic Communications Department Report highlights the work of the department in 2022-2023. A return to normalcy post-pandemic is reflected in the Division's modified tagline *Where the World Opens Back*

Up. This report includes a statistical analysis of the Division's media channels, and summaries of engagement and strategic communications carried out throughout the school year.

Administration would be pleased to respond to any questions.

MF:jw



STRATEGIC COMMUNICATIONS DEPARTMENT REPORT

MAY 2023

Presented to the Board of Trustees, May 30, 2023

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

The 2022-2023 school year's focus for Parkland School Division's Communications Department can be summed up by the slight variation to PSD's tagline introduced in the Fall: *Where the World Opens Back Up*. This was intentionally chosen to emphasize the Division's efforts to resume normal school-year operations in a post-COVID-19 era. Students and staff returned to school in August with COVID-19 with a shifting mindset. Many measures that were previously implemented that just made sense to continue but a number of the health measures were discontinued or eased.

Parkland School Division is proud of the work accomplished in the Communications portfolio during the 2022-2023 school year.

The department serves PSD's Executive and Board of Trustees on all internal and external communications matters with careful attention to maximizing the exposure and reach of key messages across the jurisdiction and to targeted stakeholder audiences.

The following summary will address the communications activities outlined in the previous Board Communications Plan: Brand Awareness, General Community Engagement, Strategic Communications and Specific Community Engagement.

REPORT / TOPIC

With all the return to normalcy, two key areas contributed to a good portion of the workload for the Communications department including the addition of Athabasca Delta Community School to PSD's roster of schools as well as eventual introduction of Attendance Area changes that will come into effect for the beginning of the 2023-2024 school year.

- Enhanced our web presence with division website and social media platforms

WEBSITES			
MAY 15 2022-MAY 15, 2023			
Site	Sessions	Users	Pageviews
Division	719,292	195,735	1,262,389
ADCS	--	--	--
Blueberry	24,616	11,663	56,231
Brookwood	16,519	8,175	38,019
CFL	48,553	33,398	98,717
Copperhaven	22,487	11,067	56,569
Duffield	10,351	5,019	23,876
Broxton	36,443	26,316	61,004
Meridian	24,849	12,825	48,089
Entwistle	8,158	4,274	15,197
Forest Green	8,772	4,246	20,043
Graminia	19,148	10,612	36,753
Greystone	21,907	10,284	44,959
High Park	18,121	8,890	40,991
Memorial	118,024	49,056	235,685
Millgrove	18,046	8,393	43,236
Muir Lake	13,287	6,968	28,627
PVS	3,991	2,675	8,411
Prescott	33,947	17,629	72,304
SGCHS	118,527	52,446	242,363
SPC	21,508	11,787	48,100
Tomahawk	3,281	1,977	7,387
Wabamun	4,658	2,466	10,716
Woodhaven	22,187	10,041	53,162
TOTALS	1,336,672	505,942	2,552,828

SOCIAL MEDIA	
MAY 15 2022-MAY 15, 2023	
PSD Twitter	
Followers	2,751
Impressions	79,910
PSD Facebook	
Likes	4,400
Page followers	5,055
PSD YouTube	
Views	482,179
Estimated hours watched	20,300
Average view duration	1:50
Subscribers	18,803

- Effectively leveraged corporate print editorial via the Reporter/Examiner to celebrate special education-related occasions, outline division-wide program information, and also to communicate general information on important topics to our stakeholders including the advertisement of upcoming Board of Trustees regular meetings.

General Community Engagement

- Continued the practice of livestreaming Regular Board Meetings on the Division’s YouTube Channel.
- Continued the practice of distributing the Board Meeting Highlights PDF for circulation to the division’s stakeholders as a way to share news generated from regular board meetings.
- Worked in collaboration with members of Parkland School Division’s Executive to complete 2022-2023 Education Plan as well as the Annual Education Results Report.

- Coverage of Education Planning day at Stony Plain's Heritage Pavilion on April 6, 2023.
- Coverage of PSD's annual fall stakeholder engagement which returned to an in-person format at Woodhaven Middle School in November 2022.
- Monitored local social media for trends and issues related to the school board and responded accordingly.

Strategic Communications

- Assisted PSD's Transportation Services department in public messaging on strains the regional transportation system was under due to a driver shortage. This included the development of promotional material for a Bus Driver Recruitment event at Memorial Composite High School.
- To close the loop on the 2-year process of the Division's Attendance Area review, the Communications team helped keep stakeholders informed of upcoming changes to Attendance Areas, developed new interactive maps and assisted with schools in their orientation days for incoming new students. There was also some assistance provided in the communication of the new School-of-Choice application process for those families who were wishing to stay at their current school even though they did not qualify for an exemption outlined in the Board resolutions.
- In the span of the last calendar year, the Communications Department was able to assist Connections for Learning with two additional microsites (stand along websites in addition to the CFL website) for students and parents enrolled in the myPATH program-of-choice as well as The Learning Hub. (formerly known as Y(Our) Program).
- Other targeted, strategic communications efforts included:
 - Mental Health Week (Hats on for Mental Health)
 - Regular promotion of the Strong Families series. Parkland School Division is proud to partner with Alberta Parenting for The Future to present free information sessions for local families tackling topics like Mental Health Awareness, Supporting Emotional Regulation with Children on the Autism Spectrum, Self-Regulation Through an Occupational Therapy Lens and Teen Mental Health
 - The 7th Annual Try-Me Try-Athlon
- Continued to build relationships with the local newspaper reporter and editor to maintain a steady stream of editorial content in weekly editions of the Stony Plain Reporter/Spruce Grove Examiner
- The department headed up to Fort Chipewyan to meet with staff and gather promotional videos and photography to use in recruitment efforts for future staff at Athabasca Delta Community School.

Crisis Communications

- When called upon, the Communications department will work closely with the Deputy Superintendent and the Office of the Superintendent to manage strategic communications concerning any and all incidents that surface throughout the school year when it comes to crisis communications, trauma response and sometimes Violent Threat Risk Assessment support.

Programs & Department Support

- Instructional Services recruited the Communications Department to develop demonstration videos modelling literacy and numeracy lessons and group work. This included debrief summaries with teachers who had a chance to observe the classrooms in person. Other teachers throughout the Division can use these as an online resource moving forward.
- A lot of work went into producing informational 'Open House' videos for every program-of-choice offered by Connections for Learning. These now live on the CFL website for prospective students and their parents/guardians to gather more information on the different streams offered by the school. These 'Ted Talk' style videos are meant to be a suitable substitute resource anyone can access to learn more about programs before enrolling. Those who cannot attend informational nights in-person can find out answers to frequently asked questions with these handy videos.
- Assisted the Learning Services department and our Community Support Worker in the advertising and promotion of the Strong Families series in partnership with Alberta Parenting For The Future (APFA).
- Event coverage over the course of the year also included:
 - Annual Terry Fox Run
 - Division Cross-country runs
 - ADCS's Memorandum of Agreement
 - Orange Shirt Day
 - PSD's 2023 Choral Celebration
 - PSD's 2023 Virtual Arts Celebration