



MEMORANDUM

June 17, 2025
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 (2024-2025)

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 has a hand in public relations, advertising, promotions, government relations, and media relations for the Division.

REPORT SUMMARY

This report highlights the work of the department in 2024-2025 and 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

JUNE 2025

Presented to the Board of Trustees, June 17, 2025

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 2024-2025 school year proved to be a productive and yet challenging one for the Parkland School Division Communications Department, marked by strategic initiatives, responsive engagement and support for schools and departments through the labour action carried out by CUPE Local 5543 enroute to a new Collective Agreement in March, 2025.

One of the most significant undertakings was the development and coordination of a comprehensive communications strategy surrounding the labour action by CUPE Local 5543. This included proactive planning, real-time updates, and messaging for various scenarios as the Division worked through a work stoppage that affected school operations.

Support for PSD's Board of Trustees also remained a priority, including the broadcast of live board meetings as well as timely dissemination of highlights from those meetings. The department also communicated leadership transition announcements and helped guide strategic messaging around the expansion of specialized programs and school initiatives.

Throughout the year, the Communications Department served as a vital connector—supporting all schools with internal and external messaging ensuring consistency in voice and tone across platforms. Efforts remained focused on maximizing the exposure and impact of key messages while building trust with families, staff, and community stakeholders.

The following summary will address the communications activities in the following priorities: Brand Awareness, Engagement, Strategic Communications, Crisis Communications and Department Support.

REPORT / TOPIC

Brand Awareness

Celebrating the success and highlighting the great work happening in PSD schools is one of the primary functions of the department. Some of those include:

- Terry Fox Run
- Bus Safety Week
- Spruce Grove Composite High School Construction Funding Announcement
- National Day for Truth & Reconciliation
- Indigenous Cultural Grad 2025 (Live Streamed)
- Wabamun School Dragonboats
- Japanese Cultural Exchange at Westview School

- Adapted Physical Activity in PSD
- New tutorial for updated Registration interface (RSVP)
- Visual Arts Celebration
- Milestones & Merits
- Enhanced our web presence with division website and social media platforms

Strong analytics for psd.ca from August 1, 2024 to May 31, 2025:



Total Website Visitors

548,170

Total Page Views

997,500

Average Visit Duration

02:28

Total Searches

13,248

WEBSITES			
MAY 15 2024-MAY 15, 2025			
Site	Sessions	Users	Pageviews
Division	852,982	188,162	2,440,805
ADCS	4,099	2,490	7,713
Blueberry	31,164	10,829	60,080
Brookwood	20,025	8,573	40,399
CFL	53,085	33,176	88,307
Copperhaven	30,502	11,924	61,442
Duffield	9,591	4,172	20,643
Broxton	24,462	11,134	45,064
Meridian	26,311	10,182	53,674
Entwistle	5,382	2,327	9,948
Forest Green	16,721	5,584	28,105
Graminia	21,768	8,775	40,701
Greystone	25,782	9,974	48,840
High Park	19,788	8,030	38,564
Memorial	106,552	36,731	206,310
Millgrove	17,762	7,567	35,949
Muir Lake	15,559	7,007	31,770
PVS	5,041	2,896	9,637
Prescott	34,028	13,425	66,679
SGCHS	136,991	48,960	261,116
Tomahawk	3,354	1,845	6,756
Wabamun	4,380	2,206	8,939
Westview	23,016	10,463	46,463
Woodhaven	35,247	12,319	72,893
TOTALS	1,523,592	458,751	3,730,797

SOCIAL MEDIA	
MAY 15 2024-MAY 15, 2025	
PSD Twitter	
Total followers	2,607

PSD Facebook	
Total likes	4,800
Total page followers	6,283
New follows	683
Reach	10,047

PSD YouTube	
Views	227,252
Watch time (hours)	8,774
Total subscribers	22,532
New subscribers	1,620
Impressions	2,301,302

- 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.
- Utilized our marquee sign at PSD's Division Office for key messaging and advertising.

Congratulations, Parkland School Division!

Your district came in **Second Place** for **Most Calendar Events Shared to Schools (Average per Year)**. With 2,201, you beat the Rally Family average of 369. Great work!



General Community Engagement

A school division typically employs a variety of strategies to engage the community. From parent and family engagement which includes regular school-to-home communication, to various advisory teams, partnerships with local businesses and organizations, connecting with the municipalities in which PSD resides, to more formal engagement evenings, PSD connects in as many ways as possible. The intent is to continuously gather stakeholder feedback that informs Division planning and is a key component of the Assurance Model of education planning and reporting.

Furthermore, the Strategic Communications department:

- 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 2025-2028 Education Plan as well as the Annual Education Results Report,
- coverage of Education Planning day and November Engagement evening,
- monitored local social media for trends and issues related to the school board and responded accordingly, and
- Produced the annual Community Report.

Strategic Communications

In the realm of strategic communications for a school division, particularly when dealing with sensitive topics or emerging issues that are on stakeholders’ minds, proactive and deliberate communication strategies are very important. Some examples that surfaced in 2024-2025 that required assistance from the Strategic Communications Department included:

- After years of advocacy and planning, Parkland School Division’s top capital priority—the replacement of Spruce Grove Composite High School—received official construction funding approval this year. Leading up to the announcement, the Board of Trustees unanimously passed a resolution to advocate for separating the Horizon Stage theatre replacement from the school construction consent process, given the joint ownership of the land and facility with the City of Spruce Grove.
- Throughout the CUPE Local 5543 labour action, the Communications Department played a vital role in supporting PSD’s commitment to transparency and trust. The team ensured staff received timely, accurate information at key points in the process to support informed decision-making. Families and community members were kept informed through consistent, neutral, and fact-based messaging—helping to maintain public confidence during a period of uncertainty.

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

At times, the Communications Department also serves our schools and other departments as a marketing firm providing a wide array of services including graphic design, videography and website support for the promotion and execution of Division events and programs. Some of the highlights in this area include:

- Assisted in the design and social media campaigns of additional staff recognition dates throughout the second half of the school calendar year. (Ex. Educational Assistants Day, School Lunch Hero Day, School Bus Driver Appreciation, etc.)
- Other targeted, strategic communications efforts included:
 - Attendance Matters
 - Early Education Program Guide
 - Nature Kindergarten
 - Indigenous Ways of Knowing/Northern & Indigenous Relations Braiding Together
 - Mental Health Week (Hats on for Mental Health)
 - Regular promotion of the Strong Families series
 - Memorial Composite High School's 75th Anniversary
 - CFL Summer School
 - The 9th Annual Try-Me Try-Athlon