

REPORT TO THE BOARD OF EDUCATION OF SCHOOL DISTRICT NO.46 (SUNSHINE COAST)

STRATEGIC PLAN REPORT: COMMUNICATE

Submitted by Superintendent Patrick Bocking
November 4th, 2020

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- 3.a. Our district will effectively **communicate** with students, staff, and the community.
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*“Communication leads to community, that is, to understanding,
[connection] and mutual valuing.”*

-Rollo May

Background:

Communicating effectively with our students, staff, and community through a number of different methods and supported by current technology is essential to establishing trust, transparency, and connection with all stakeholders.

Discussion:

The board and district staff do their very best to model effective communication. To that end we communicate with students, staff, and the community in many ways:

- **District Website:**
 - Education During CV19 Pandemic: Information, Resources & Supports page with FAQ's
 - Online forms: registration, consent forms, bussing, cross-boundary, surveys, professional development and event registration
 - Calendar: ability to subscribe from your personal device
 - News, event, and celebrating education posts
- **District Social Media Accounts:**
 - Facebook: @SD46SC
 - YouTube: SD46Schools channel
 - Instagram: sd46sc
 - Twitter: SSCschools
- **School Websites:**
 - Posts, forms, calendar, and staff contact details.
- **Health and Safety Communication:** District Health and Safety fence and door signs for parents, caregivers and visitors regarding physical distancing, wearing a mask and following other entrance protocols.
- **Communication & Engagement with Staff:**

- EduCoaster: An internal staff newsletter is published once a month and distributed electronically to staff.
- School visits: Superintendent regularly visits schools/classrooms throughout the year.
- Email updates during the Covid-19 pandemic
- Engage: Web-based platform for staff to share internal documents and tools.
- **Communication & Engagement with families:**
 - FreshGrade: Elementary reporting, portfolio and communication tool between teachers and parents/caregivers.
 - ZOOM and email during the Covid-19 pandemic.
 - Superintendent's ZOOM Fall check-in PAC visits.
 - ZOOM and Facebook live stream webinars.
 - School Messenger email-outs for important district wide updates.
 - Subscribed monthly SD46 newsletter.
- Superintendent's video messages widely distributed for staff & community
- Live streaming board meeting and committee meetings to SD46 YouTube channel during the pandemic.
- **Secondary Apps:** All secondary schools have a downloadable app for communicating with students and parents/caregivers.
- **District Student Leadership Team:** Secondary student communication and survey via SD46 Google accounts.
- **Radio:** Students from rotating schools record 91.7 FM local radio messages for our community on a variety of topics throughout the school year.
- **Newspaper:** Communication of Board meeting dates, Inclement weather and home-schooling notices, SPARK! & StrongStart Schedules, Indigenous Peoples' Day, annual 'Graduation' feature, annual 'Welcome Back to School' feature and many more campaigns are published in the Coast Reporter. Transparent communication with our community through news releases and reporter requests for article comments/quotes from the Superintendent's office.

Data (Qualitative/ Quantitative):

- End of the year survey data
- Website and Social Media analytics
- Informal requests for feedback from stakeholders

Next Steps:

- Online forms for consent forms, field trips, and fundraisers on school websites.
 - Training of staff on managing online forms.
- District Webinars for parents/caregivers
- During the pandemic, communicating any health and safety updates and procedures with our community, aiming for clear and consistent messaging.
- Communicating the efforts and results of strategic plan initiatives with our community.
- We will continue to encourage a culture of sharing and celebrating all that we do!