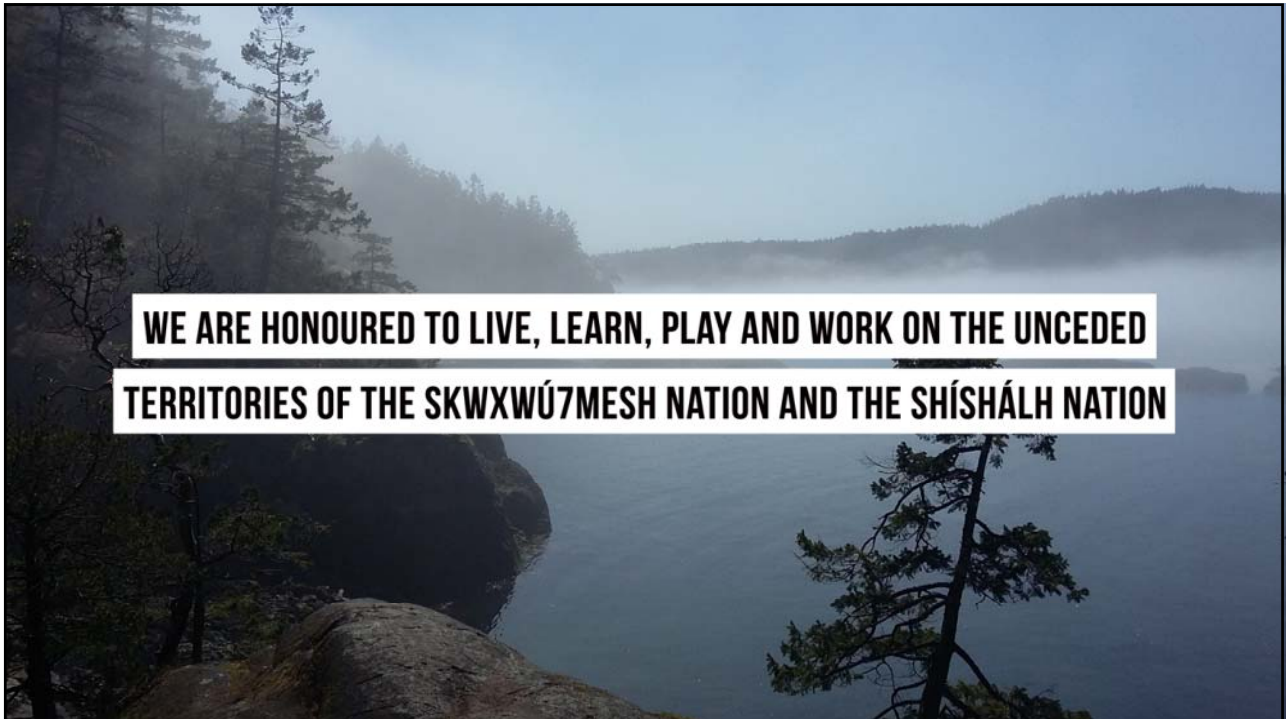




SCHOOL DISTRICT 46
SUNSHINE COAST

COMMITTEE OF THE WHOLE

Tuesday, September 24th, 2019



**WE ARE HONOURED TO LIVE, LEARN, PLAY AND WORK ON THE UNCEDED
TERRITORIES OF THE SKWXWÚ7MESH NATION AND THE SHÍSHÁLH NATION**



SCHOOL DISTRICT 46 - SUNSHINE COAST
Excellence in all we do!

STRATEGIC PLAN 2019-2023: YEAR ONE



VISION

We are a community engaged in lifelong learning and educational excellence.

MISSION

We support and inspire each student to experience joy and fulfillment in realizing their potential as a knowledgeable, confident, and contributing citizen in the global community.

AFFIRMATION

The Board of School District 46 affirms its commitment to Indigenous Peoples and Reconciliation by building relationships and deepening understanding of Indigenous history, worldviews, and ways of knowing.



VALUES

Ethics

We ensure an environment of mutual trust and respect through integrity and transparent processes.

Inclusion

We strive to be a diverse and dynamic community through welcoming and inclusive practices.

Collaboration & Equity

We create meaningful connections through our work together.

Innovation

We aspire to creativity and excellence through risk-taking in personal and collective actions.

Respect & Responsibility

We support a culture of mutual respect and shared responsibility through individual and shared growth.

Celebration

We build unity, add depth, and bring joy to our work together through celebrating the contributions of students, staff, and the community.

GOALS

Our four-year strategic plan has been developed based upon three circles of care: our students, our staff, and our community.

OUR STUDENTS



OUR STAFF



OUR COMMUNITY





- 1a Our **students' voices** will be respectfully heard and acted upon.
- 1b Our students will thrive in their **early years, and throughout their education**, within schools, families, and communities that inspire learning, respect, and connection.
- 1c Our students will engage in ongoing reflection, experiential learning, and personalized inquiry through the application of the **Core Competencies**.
- 1d Our students will be **literate**. They will be effective communicators, critical thinkers, and engaged citizens.
- 1e Our students will be **numerate**. They will have the skills and tenacity to interpret and apply mathematical understandings in flexible, functional, and creative ways.
- 1f Our students will develop and apply **social and emotional skills** to successfully live, work, and play together. They will have the resilience and attitude to deal with life's challenges and to manage their **mental health**.
- 1g Our students will develop and apply skills and habits to support their **physical health**.
- 1h Our students will explore **Indigenous** cultures in our community and the **diversity of cultures** in the world.
- 1i Our students will have the knowledge and skills to contribute to the **care of our planet and its changing climate**.
- 1j Our students will have the **digital literacy** skills to enhance and communicate their learning, and to responsibly navigate technology.
- 1k Our students will actively participate in expanded **fine arts** programs.
- 1l Our students will **graduate** with specific life skills to enable them to navigate their personal future directions.



CIRCLE OF CARE: STUDENTS

- 1a Our **students' voices** will be respectfully heard and acted upon.

- Grade 11 Forum
- Indigenous Student Connections
- Student Review of Learning Survey Data





CIRCLE OF CARE: STUDENTS

1b

Our students will thrive in their **early years, and throughout their education**, within schools, families, and communities that inspire learning, respect and connection.

- SPARK! Re-Design - Pedagogy of Play, Joy & Fulfillment
- Strengthening Early Years to Kindergarten
- Family Resource Programs



CIRCLE OF CARE: STUDENTS

1c

Our students will engage in ongoing reflection, experiential learning, and personalized inquiry through the application of the **Core Competencies**.

- Competency Based IEP- Support for Student Support Teachers, Classroom Teachers
- Core Competencies embedded in Curricular Competencies K-12
- Innovative strategies to communicate/share the Core Competency learning of our students.





CIRCLE OF CARE: STUDENTS



Our students will be **literate**. They will be effective communicators, critical thinkers, and engaged citizens.

- Powerful Understandings Series with Adrienne Gear
- Playful Approaches to Literacy & Learning
- Summer Support: WonderWheels 2 & Summer Reading



CIRCLE OF CARE: STUDENTS



Our students will be **numerate**. They will have the skills and tenacity to interpret and apply mathematical understandings in flexible, functional, and creative ways.

- Secondary Math CAMP – with Marc Garneau
- Intermediate Math CAMP – Manipulatives & Engagement
- Primary Math CAMP – Assessment & Playful Approaches





CIRCLE OF CARE: STUDENTS

1f

Our students will develop and apply **social and emotional skills** to successfully live, work, and play together. They will have the resilience and attitude to deal with life's challenges and to manage their **mental health**.

- Partnership with BCCH Mental Health Literacy Team Project
- Mental Health Literacy - Secondary Focus
- K year: play and well being focus



CIRCLE OF CARE: STUDENTS

1g

Our students will develop and apply skills and habits to support their **physical health**.

- Comprehensive Plan for delivery of Sexual Health Curriculum
- Comprehensive Plan for reduction of vaping (grade 5-12)
- Walk/bike to school program





CIRCLE OF CARE: STUDENTS



Our students will explore **Indigenous** cultures in our community and the **diversity of cultures** in the world.

- Elders in the Schools Handbook/Program under development
- Caring Careers and Hospitality Program for Gr. 4-12 has begun
- Culture Baskets made and being introduced in elementary schools



CIRCLE OF CARE: STUDENTS



Our students will have the knowledge and skills to contribute to the **care of our planet and its changing climate**.

- Environmental Action Plan
- Student-led environmental initiative
- Environmental Education Professional Development



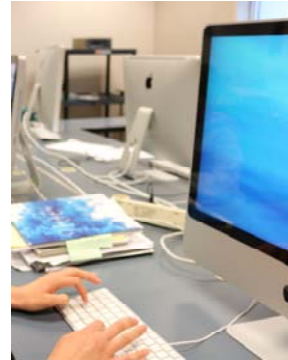


CIRCLE OF CARE: STUDENTS



Our students will have the **digital literacy** skills to enhance and communicate their learning, and to responsibly navigate technology.

- G Tools taught to all Gr 8 by TL , SST, and Tech C Accessibility Tools Teacher Workshop Sept 27/EA Oct 25 Scope & Sequence of Technology skills in ADST/BC Digital Framework
- Digital Media Training for Teachers Course online/inhouse



CIRCLE OF CARE: STUDENTS



Our students will actively participate in expanded **fine arts** programs.

- Fine Arts Plan
- Community Partnerships (Sechelt Arts Centre)





CIRCLE OF CARE: STUDENTS

1f

Our students will **graduate** with specific life skills to enable them to navigate their personal future directions.

- Support new Career Life Connection and Capstone Curriculum
- Hands on Career Fair at School
- Expand Elementary ADST opportunities
- Transitioning from school to the workplace!



STAFF

- 2a Our staff will be a **healthy and inspired team** in which everyone feels respected for their individual gifts, skills, and contributions.
- 2b Our staff will be fully supported for the work that we ask of them and that they ask of themselves through research-based **professional development**.
- 2c Our staff will apply a deep understanding of **inclusive education** practices.
- 2d Our staff will be **leaders** in their work.
- 2e Our staff will engage in **positive partnerships** with students and their families.





CIRCLE OF CARE: STAFF

2a

Our staff will be a **healthy and inspired team** in which everyone feels respected for their individual gifts, skills, and contributions.

- Focus on Connections



CIRCLE OF CARE: STAFF

2b

Our staff will be fully supported for the work that we ask of them and that they ask of themselves through research-based **professional development**.

- Indigenous Education Pro D
- Staff Survey: Professional Development needs



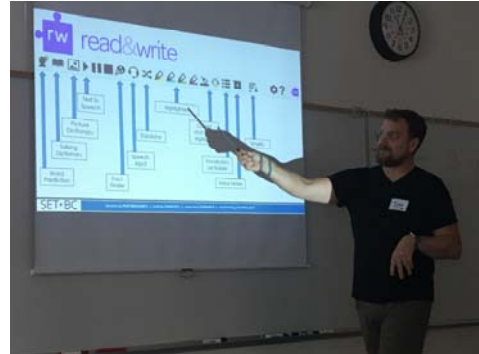


CIRCLE OF CARE: STAFF



Our staff will apply a deep understanding of **inclusive education** practices.

- Participate in Alternative Education Working Group to examine delivery model and supports – Metro
- Universal Design for Learning - comprehensive plan for management and use of google read and write
- Competency Based IEPs - Comprehensive Plan for professional learning for Student Support Services Teachers, Classroom Teachers and Principals and Vice Principals



CIRCLE OF CARE: STAFF



Our staff will be **leaders** in their work.

- Teacher In Charge Training
- Support for teachers new to the district
- Student Teacher placement support





CIRCLE OF CARE: STAFF



Our staff will engage in **positive partnerships** with students and their families.

- PAC visits re: Strategic Plan/ Website
- DPAC consultation on + partnerships



3a

Our district will effectively **communicate** with students, staff, and the community.

3b

Our district will actively engage in **visioning and planning** with local governments.

3c

Our district will pursue opportunities that **enhance collaboration and deepen partnerships** throughout our local and global community.

3d

Our district will support comprehensive **environmental initiatives**.

3e

Our **district facilities** will be safe, engaging, and energy efficient.

3f

Our district will ensure safe and efficient **transportation strategies** for our students.

3g

Our district will recruit students from around the world to live and learn with us in a welcoming **international student program**.



CIRCLE OF CARE: COMMUNITY

3a

Our district will effectively **communicate** with students, staff, and the community.

- District Website & Strategic Plan Launch - PAC Presentations
- Branding Guide – Email Signatures
- Family Engagement Dinner Learning Series



CIRCLE OF CARE: COMMUNITY

3b

Our district will actively engage in **visioning and planning** with local governments.



CIRCLE OF CARE: COMMUNITY



Our district will pursue opportunities that **enhance collaboration and deepen partnerships** throughout our local and global community.

- NSMEC
- Community Schools Contract



CIRCLE OF CARE: COMMUNITY



Our district will support comprehensive **environmental initiatives**.

- Environmental Action Plan
- Facilities Efficiencies





CIRCLE OF CARE: COMMUNITY



Our **district facilities** will be safe, engaging, and energy efficient.



CIRCLE OF CARE: COMMUNITY



Our district will ensure safe and efficient **transportation strategies** for our students.

- Working with VCH to Support for Active School Travel





CIRCLE OF CARE: COMMUNITY



Our district will recruit students from around the world to live and learn with us in a welcoming **international student program**.

- Collaboration with SD48
- International Program Committee established
- Diversify numbers of agents and countries



THANK YOU





SCHOOL DISTRICT 46 - SUNSHINE COAST
Excellence in all we do!

BRANDING GUIDE

Stephanie Murawsky



BRAND PURPOSE

Introduction BRAND PURPOSE



The purpose of this guide is to establish and maintain the consistent use of the School District 46 - Sunshine Coast's logo, type font, color palette, and academic model, thereby supporting the District's brand and the value it offers as the heartbeat of all of the Sunshine Coast's schools.

Branding is more than a logo. A well-developed brand is built on a foundation that represents the essence of the School District 46 - Sunshine Coast's mission, vision, core values, attributes and qualities of its academic and extracurricular programming. Brands encourage loyalty and create a sense of pride. Our primary goal is to promote the philosophy, valuable and varied programs, and services that SD46 provides.

If you have any questions which aren't addressed in this guide book, please contact Stephanie Murawsky, Executive Assistant to the Superintendent, Communications Officer at (604) 836-4489 or smurawsky@sd46.bc.ca



BRANDING — PRIMARY LOGO

Logo PRIMARY LOGO

The School District 46 - Sunshine Coast's logo is considered a combination mark, meaning it consists of a wordmark and a symbol or logo mark. This combination mark provides the flexibility that is needed to be used across any print or web application.



Significance

In the logo, we see Raven holding the sun (the "light of knowledge") in his beak. Raven captured the sun so that he could release the light to everyone. In sharing the light, rather than keeping it for himself, Raven makes a sacrifice. The light is available to everyone (the community, the world).

The circular shape of the logo represents the cycle of learning and of life. We are all one in the circle of learning and the circle of life. It means we are always learning - from newborn to elder - the process of learning never stops. In this ongoing cycle we create our future. Our learning path is a journey from darkness to light, just as Raven's is.

46 is the number of the School District. Forty-six has significance: the four directions and the six sides of a bentwood box. The number is in the centre of an oval shape to represent potential or the future. This is what creativity is all about - the wonderful energy of creativity - the creativity in each one of us is waiting to be used in the directions we set it in. What we do with our potential, our creativity and the choices we make, is the essence of our lives.

SCHOOL DISTRICT 46 - SUNSHINE COAST

6



SCHOOL DISTRICT 46
SUNSHINE COAST



SCHOOL DISTRICT 46
SUNSHINE COAST



SCHOOL DISTRICT 46
SUNSHINE COAST



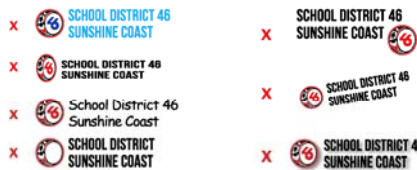
BRANDING USE

Logo INAPPROPRIATE USES

It is important that the appearance of the School District 46 - Sunshine Coast's logo remains consistent. The logo should not be misinterpreted, modified, or added to. The logo must never be redrawn or adjusted in any way. It should only be reproduced from the artwork provided. To illustrate this point, some of the more likely mistakes are shown.

Please do not:

- Change the colours
- Stretch or condense the logo
- Change the type in the logo
- Remove any logo elements
- Change the placement or orientation of any logo elements
- Rotate the logo
- Add any dropshadows or additional effects



SCHOOL DISTRICT 46 - SUNSHINE COAST

10

20%

78%

12%

RICH BLACK

The Words

Pantone: Black 4C

CMYK: 60, 40, 40, 100

RGB: 0, 0, 0

HEX: #000000

PURE WHITE

The Canvas

CMYK: 0, 0, 0, 0

RGB: 255, 255, 255

HEX: #FFFFFF

VIBRANT RED

The Highlights

Pantone: 238C

CMYK: 0, 100, 100, 2

RGB: 214, 31, 38

HEX: #D81B20

SCHOOL DISTRICT 46 - SUNSHINE COAST

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BRANDING FONTS

Typography
LOGO FONTS IN USE



**SCHOOL DISTRICT 46
SUNSHINE COAST**

Bebas Neue Bold



SCHOOL DISTRICT 46 - SUNSHINE COAST
Excellence in all we do!

Bebas Neue Bold

Twilight Script

SCHOOL DISTRICT 46 - SUNSHINE COAST
14

Typography
HEADER FONT

BEBAS NEUE

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@%*^&*()

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@%*^&*()

FONT IN USE

HELLO, I AM AN SCHOOL DISTRICT NO. 46 TITLE.
I AM A MINIMUM 18 POINTS, MY FONT WEIGHT IS BOLD AND
MY KERNING IS 30

SCHOOL DISTRICT 46 - SUNSHINE COAST
15



BRANDING FONTS

Typography
SUBTITLE AND BODY FONT

Lato

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@%*^&*()

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@%*^&*()

Font in use

I am a School District 46 - Sunshine Coast
subtitle/subheader. I am a minimum of
14 points, my font weight is bold and my
kerning is 5.

Font in use

HELLO, I am an School District 46 - Sunshine Coast paragraph.
My font weight is Regular, unless I am used for emphasis, and I am a
minimum of 10 points. My kerning is 5. In our life, I look like this:
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut interdum
enim sapien, et eget ea lorem venenatis in. Curabitur in laudis elit,
ipisi teneat laudis. Vestibulum convallis ante pulvinar tuncis tuncis.
Sed lobortis sapien elit, a laoreet dolor ornare quis.

SCHOOL DISTRICT 46 - SUNSHINE COAST
16

Typography
ACCENT AND TAGLINE FONT

Twilight Script

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@%*^&*()

Excellence in all we do!

Font in use

I am the School District 46 - Sunshine Coast tagline or
accent. I am a minimum of 14 points, my font weight is
regular and my kerning is 10. I am only used for short
sentences or for the tagline "Excellence in all we do!"

SCHOOL DISTRICT 46 - SUNSHINE COAST
17



EMAIL SIGNATURES

Desktop Outlook Version:

Name
Title



SCHOOL DISTRICT 46 - SUNSHINE COAST
Excellence in all we do!

Address: PO Box 220 - 494 South Fletcher, Gibsons, BC V0N 1V0
Direct: (604) xxx-xxxx | **Mobile:** (604) xxx-xxxx | **Web:** www.sd46.bc.ca

Web Based and Mobile Phone (Exchange) Versions – without logo image:

Name
Title

SCHOOL DISTRICT 46 - SUNSHINE COAST
Excellence in all we do!

Address: PO Box 220 - 494 South Fletcher, Gibsons, BC V0N 1V0
Direct: (604) xxx-xxxx | **Mobile:** (604) xxx-xxxx | **Web:** www.sd46.bc.ca



BRANDING — DESIGN CONSIDERATIONS

Branding

AN INTRODUCTION

Print

All department forms, marketing materials, and other print materials prepared by or for SD46 must adhere to the logo, color and font standards identified in this brand guide. Should you have questions, contact Stephanie Murawski, Executive Assistant to the Superintendent, Communications Officer at (604) 886-4489 or smurawski@sd46.bc.ca

Electronic

E-Newsletters, Press Releases, Fax Cover Sheets, Power Point Presentations, and Web Pages prepared by or for SD46 must adhere to the logo, color and font standards identified in this brand guide.

Signage

Signage must be visible from a distance and include the SD46 logo.

Vinyl colors: Vibrant Red, Rich Black, Canvas White

Apparel

The brand standards apply in the design and execution of apparel items.

Approval of Use

Individuals (parents, students, teachers, etc.) who would like to produce apparel or other items using the School District 46 - Sunshine Coast's marks must have their design District Main Office prior to providing artwork to the vendor.

Vendor Approval

Vendors who wish to produce goods using any of the School District 46 - Sunshine Coast's trademarks must be approved by the District's Main Office.

Branding

DESIGN CONSIDERATIONS

EPS, PNG and PDF formats are the only file types that preserve background transparency.

The white logo is available as an EPS, PNG and PDF but not as a JPG because this file type cannot maintain a transparent background. EPS and PDF are vector images, while JPG and PNG are raster images. Raster may be reduced in size but never enlarged: enlarging them will result in poor reproduction and is thus highly discouraged.

Design application	EPS	JPG	PNG	PDF
Banner/signs	■			○
Embroidery	■			○
Excel documents		■	○	○
Online (email, newsletter, website, etc.)		○	■	○
Publisher documents	○	■	○	○
Promotional items	■			○
PowerPoint		■	○	○
Screening	■			○
Word documents		■	○	○
Video/Quicktime movie	■			○
Vehicle graphics	■			○

■ - recommended file type ○ - optional file type



**SCHOOL DISTRICT 46
SUNSHINE COAST**

WEBSITE

