

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

STRATEGIC PLAN REPORT: COMMUNICATE

Submitted by Superintendent Bocking
November 13th, 2019

3a Our district will effectively **communicate** with students, staff, and the community.

“As long as there is communication, everything can be solved.”

- Robert Trujillo

Background:

Our students, our staff, and our community contribute remarkable energy and joy to education on the Sunshine Coast. Our district believes in a philosophy of sharing and celebrating as a goal and value to be cherished to truly achieve, “Excellence in all we do!”

Discussion:

The board and district staff do their very best to model communication. To that end we communicate in many ways:

- **District Branding Guide:** All documents, business cards, PowerPoint templates, email signatures re-branded and rolled out over the Fall of 2019.
- **New District Website:** Developed over the past year with Black Bean Creative. Launched September 2019.
- **Website & Facebook Integration and Calendar Subscription Features:** Website posts are updated to Facebook automatically (driving our community to the new website) and Calendars can be subscribed to allowing families to overlay district & school events in to their personal calendars.
- **School Websites:** Education and development with Principals and Admin Assistants and launching new sites.
- **Strategic Plan Communication:** Brochures and posters designed by Black Bean Creative were rolled out throughout the district in Fall 2019.
- **District/ Schools/ Families Communication & Engagement:**
 - Superintendent and Communication Officer visits to all (D)PAC’s to present New Strategic Plan and District Website.
 - Dinner Workshop with Betty Baxter: Family Engagement Committee Members, DPAC Executive, Principals and PAC Representatives attended.
- **District Radio Recordings:** Students from rotating schools visit the radio station to record a message from SD46 on a variety of topics throughout the year. Welcome back

messages, Bus Safety and Halloween Safety were recently recorded for Fall 2019. Recordings are played on 91.7 FM and also posted to the SD46 Website, Facebook and You Tube channel.

- **Newspaper:** Communication of Board Meeting dates, Inclement Weather Notices, SPARK! & StrongStart Schedules, Indigenous Peoples' Day, Thank you to the Community July Message and the annual School District Report to the Community are published in the Coast Reporter.
- **EduCoaster:** An Internal Staff Newsletter is published once a month and distributed electronically to staff with hard copies also available to them in their staff rooms.
- **School Visits:** Superintendent and Exec Assistant tour all schools to celebrate and acknowledge staff with a gift and card on World Teachers Day, Christmas, and School Year End.
- **Superintendent Video Messages for Staff & Community:** Twice a year (New Year and End of School Year), a video message from the Superintendent is shared with our staff and community. Topics have ranged from a year in review through photos, interviews with students, and staff stories of excellence.
- **Secondary Apps:** All secondary schools have a downloadable app for communicating with students and families.

Data (Qualitative/ Quantitative):

- PAC Member comments during website presentations: 'Looks so great and beautiful', 'That is my son's picture on the site, so neat!', 'Easy to find everything; much more simple layout'.
- Staff emails re: EduCoaster: 'the EduCoaster looks wonderful', 'Thank you so much for keeping us connected and informed', 'I am new to the district and this was so nice to receive in my email'.

Next Steps:

- District Programs' new websites
- Schools' Branding: updated logo files and letterheads for all schools ensuring a consistency across the district and in keeping with the district branding model.
- Communication gap analysis.
- Family Engagement Committee: (D)PAC Series development.
- We will continue to encourage a culture of sharing and celebrating all that we do!