

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

STRATEGIC PLAN REPORT: COMMUNICATE

Submitted by Superintendent Kerr
November 16, 2022

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

“When the trust account is high, communication is easy, instant, and effective.”
— Stephen R. Covey

Overview:

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

Synopsis of this Year's Initiatives:

- Communicating Student Learning - Preparing for the Provincial Reporting Policy:
 - Staff Communication:
 - Guidelines developed
 - Engage! Support and Resources
 - Edu-Coaster Articles
 - Emails
 - Family Communication:
 - Dedicated space on [SD46 WEBPAGE](#)
 - Ministry Pamphlet
 - SD46 Pamphlet
 - Emailers via MyEd
 - School Newsletters
 - Zoom for Families – October 26 and recording available [HERE](#).
- ePortfolio - SPACES launch: Staff and family training and communication
- [Active Travel Fall and Spring Campaigns](#)
- [Ensouling our Schools | Year Two](#)
 - Feedback from Staff on year one
 - Surfacing Ensouling our Schools in our community and with families
- Ongoing maintenance and updates to district/program/school websites
- Increasing opportunities for feedback.

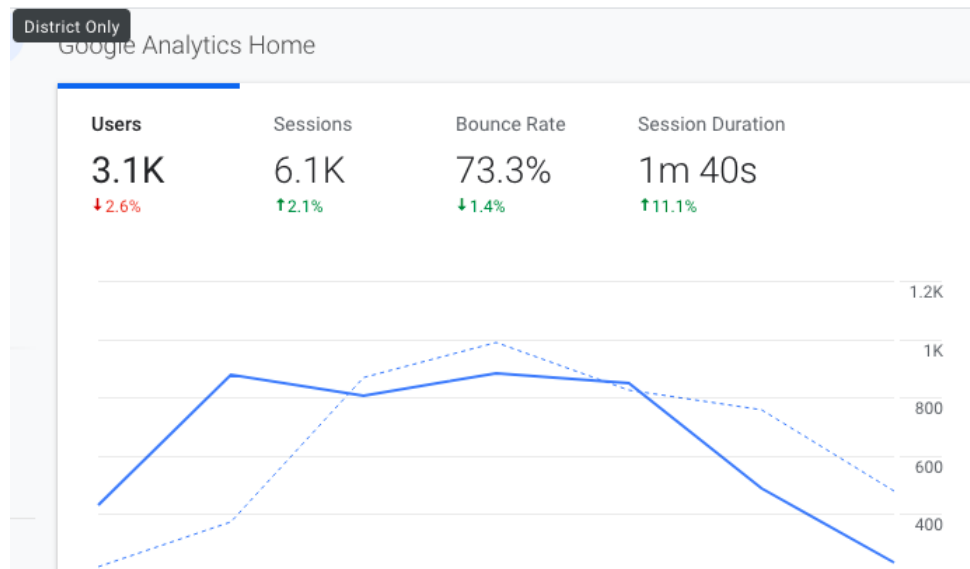
Data Analysis and Review:

Data Sources

- Analytics from website and social media usage
- Informal requests and online surveys for feedback and discussions with stakeholders

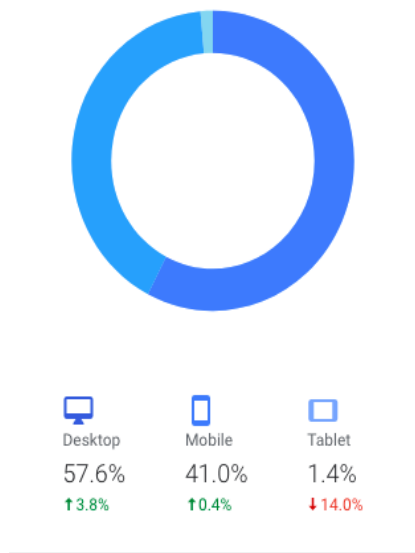
Analytics:

District Website Analytics:



Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?
	9,839 % of Total: 100.00% (9,839)	8,309 % of Total: 100.00% (8,309)	00:02:46 Avg for View: 00:02:46 (0.00%)	6,135 % of Total: 100.00% (6,135)	73.30% Avg for View: 73.30% (0.00%)	62.35% Avg for View: 62.35% (0.00%)
1. /	5,620 (57.12%)	4,701 (56.58%)	00:03:20	4,428 (72.18%)	73.94%	68.29%
2. /our-staff/	328 (3.33%)	284 (3.42%)	00:02:56	116 (1.89%)	71.55%	60.67%
3. /calendar-and-news/district-calenda t/	279 (2.84%)	253 (3.04%)	00:03:15	140 (2.28%)	89.29%	81.72%
4. /schools-and-services/schools/	211 (2.14%)	186 (2.24%)	00:02:23	102 (1.66%)	81.37%	55.45%
5. /family-resources/calendar/	184 (1.87%)	160 (1.93%)	00:01:53	63 (1.03%)	57.14%	50.54%
6. /thank-you/	168 (1.71%)	101 (1.22%)	00:01:11	11 (0.18%)	0.00%	45.24%
7. /district-information/employment/	131 (1.33%)	107 (1.29%)	00:02:37	59 (0.96%)	76.27%	66.41%

Strategic Plan Update: Communicate

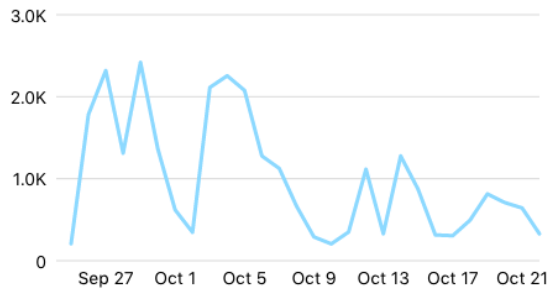


Social Media Analytics: Facebook, Twitter, and YouTube

Reach

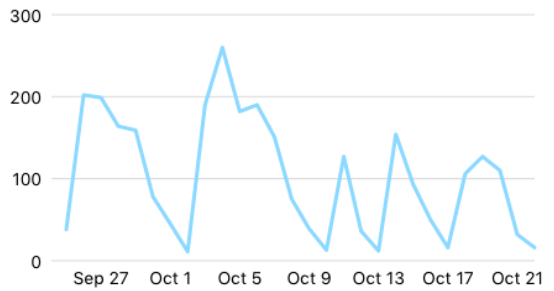
Facebook Page reach ⓘ

8,299 ↑ 0.5%



Instagram reach ⓘ

461 ↑ 41%



28 day summary with change over previous period



SEP 2022 SUMMARY

Tweets

20

Tweet impressions

5,506

Profile visits

1,079

Mentions

22

New followers

2

Data Review:

- The community visits our website for factual and specific information: school hours, contact information, calendars, and employment.
- The highest community engagement with our social media posts is when staff, student, and family interest stories are shared.
- Staff survey feedback from year one of Ensouling our Schools was overall positive and encouraged the expansion of communication in year two to families and the community and more voices.

Resources/Budget:

- Maintenance and updates to websites
- Ensouling our Schools and family engagement speakers
- Active Travel Campaign Grant
- Communicating Student Learning opportunities for staff and families

Emerging Areas of Need:

- Using the latest technologies for connection and engagement, making these technologies accessible, and providing the training that goes in to the use of these new technologies is essential to continue a level of connection amongst our stakeholders.
- Our websites loading speeds continue to be variable.

Adaptations/Next Steps:

- Working with the technology department to increase the responsiveness of our websites.
- Community engagement for strategic planning will begin in 2023.
- Communication and Engagement Plan development to guide the district's strategy.
- We will continue to encourage a culture of sharing and celebrating all that we do!