

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

## STRATEGIC PLAN REPORT: COMMUNICATE

Submitted by Superintendent Kate Kerr  
November 2021

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

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“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:

- Ongoing maintenance and updates to district/program/school websites and social media and local media campaigns and direction.
- District Family Engagement Committee meets bi-monthly to address the supports we can assist in bringing to the partnerships between students, staff, families and community.
- District webinar offerings for parents and caregivers.

### Data Analysis and Review:

#### Data Sources:

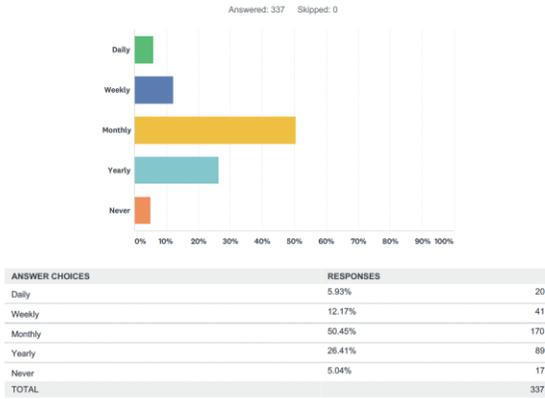
- Surveys conducted in 2018 and 2020 seeking input on our communication efforts from staff, parents and community partners.
- Analytics from website and social media usage.
- Informal requests for feedback and discussions with stakeholders.

#### Data:

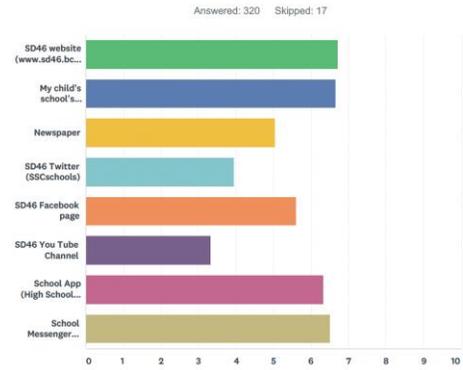
**2018 Communication Survey** (*prior to new websites*)

Strategic Plan Update: Communicate

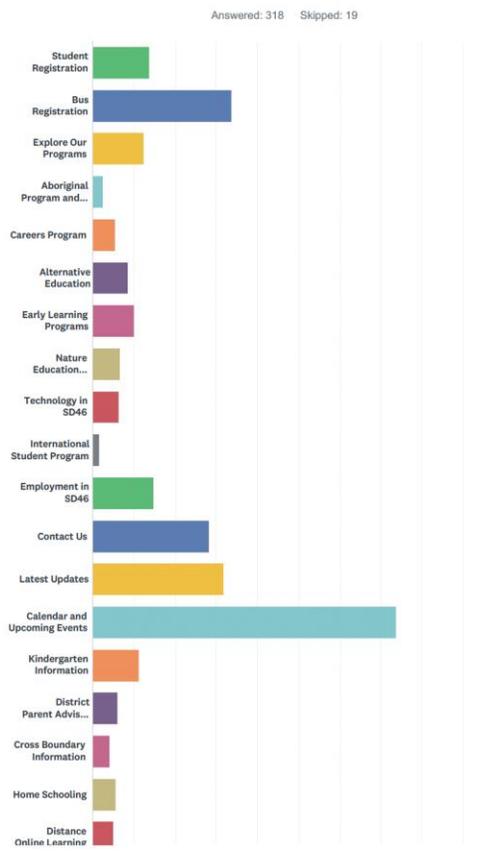
Q1 How often do you visit our website, www.sd46.bc.ca?



Q14 Where do you go to receive the most up-to-date information about the School District and its programs? (please rank the following)



Q2 What pages do you visit on our website? (check all that apply)



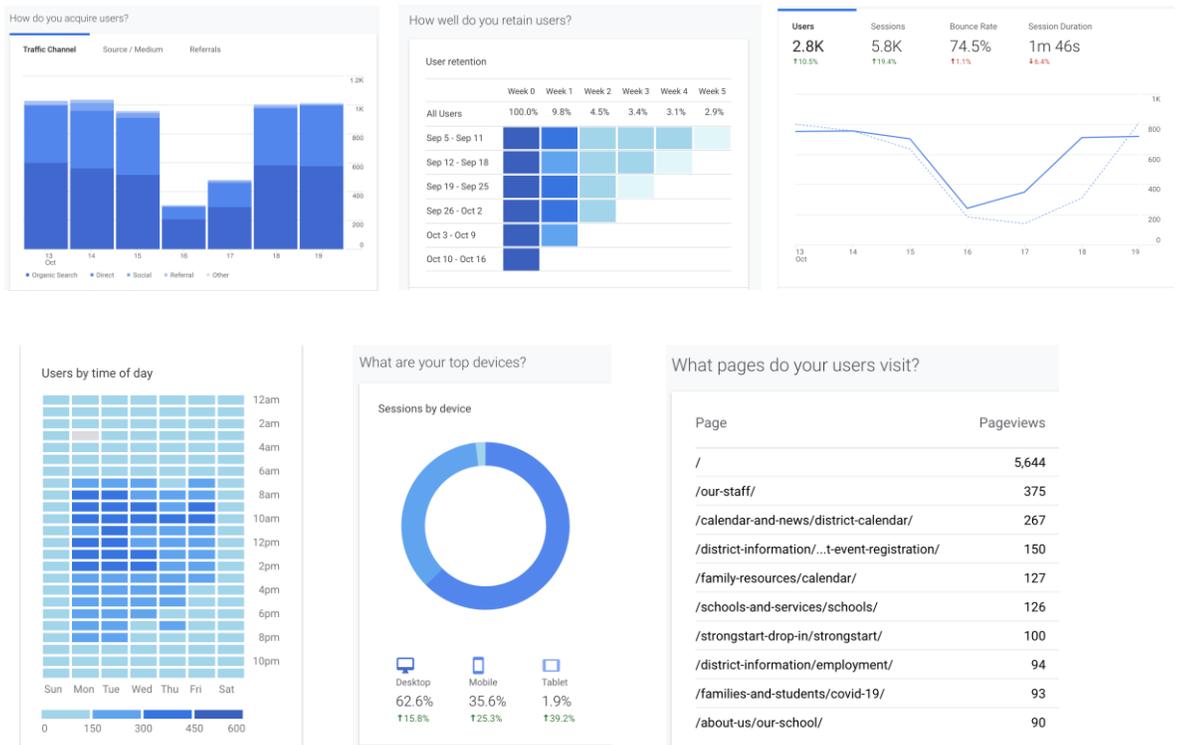
2020 End of Year Covid-19 Response & Communication Survey Excerpts

As a parent/caregiver, would you be MORE LIKELY to engage in district/school/(D)PAC family engagement activities if they were offered online? (PAC meetings, parenting courses, online game nights for families): 59% would most likely engage with family engagement activities if offered online. 39/153 = YES; 52/153 = MAYBE

- **What information was most helpful from the communications from the DISTRICT?**
  - Overall pleased with communication from district level.
  - District communication was more aligned to the business of learning. It was informative and provided more of an overall forecast of what to expect which is good knowledge to have.
  - I was impressed with the information from the District always direct and to the point and made me feel that we knew all there was to know from the Ministry of Education as soon as the info was available and advised to ask questions if we had them. Thank you!
  - The information that was most helpful was the actionable items... the things that were clearly defined in what needed to be done to move forward in support in our kids
  - I think the district did a fine job of communicating with me, although, the school repeated the district's message each time as well.
  - Videos were great to actually see what school would look like on return.
- **What would you have liked to have known more about from the DISTRICT?**
  - Timelines, expectations about assessment, exact protocols.
  - short quick messages and not long-winded district messages. Don't have time to sort through the fillers. Get to the point.
  - I found many of the messages were about the joy of the situation, rather than how things actually looked and being realistic. That would have been more helpful in preparing the students.

**Analytics:**

**District Website:**



## Social Media: Facebook, Twitter, and YouTube

Your 5 Most Recent Posts [Create Post](#)

■ Reach: Organic / Paid   
 ■ Post Clicks   
 ■ Reactions, Comments & Shares #

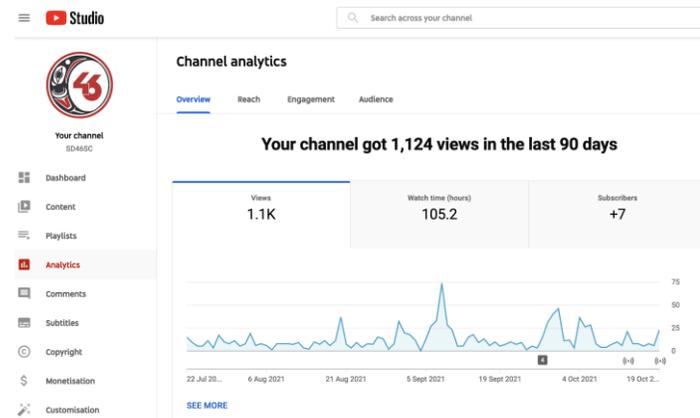
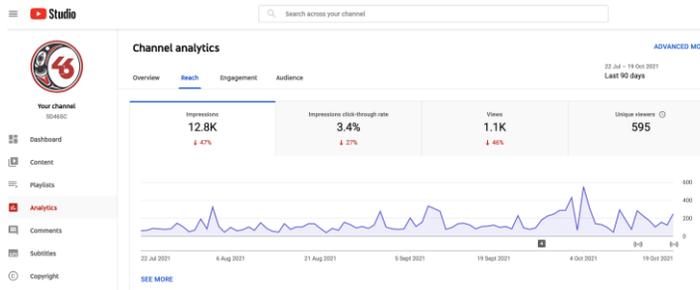
Published	Post	Type	Targeting	Reach	Engagement	Promote
10/15/2021 2:33 PM	Gibsons Grind 2021   SD46 Elementary Cross Country	Image	Public	2.1K	350 110	<a href="#">Boost Post</a>
10/14/2021 12:13 PM	Spirit day at Langdale Elementary! Big Smiles for Big Fun! #sd46spirit	Image	Public	709	63 15	<a href="#">Boost Post</a>
10/14/2021 12:10 PM	Calling all young artists on the Sunshine Coast: Young Artists	Image	Public	430	16 5	<a href="#">Boost Post</a>
10/14/2021 10:29 AM	Superintendent's Report to the Board   October 2021   School	Document	Public	530	91 4	<a href="#">Boost Post</a>
10/12/2021 4:52 PM	https://mediasmarts.ca/media-literacy-week MediaSmarts Event:	Text	Public	468	3 5	<a href="#">Boost Post</a>

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
<b>YOU</b> 1  School District 46 - Sun...	2K	<span style="color: green;">▲</span> 100%	4	818



**28 day summary** with change over previous period



### Data Review:

- The community visits our sites mostly for factual information: school hours, contact information, calendars etc.
- The highest community engagement with our social media posts is when student pictures are being shared showing an activity or the learning occurring in our schools.

- Families appreciate direct email communication with clear details about updates from the district.

**Resources/Budget:**

- Maintenance and updates to websites
- Webinar speakers

**Emerging Areas of Need:**

- The pandemic has heightened the need for clear, consistent, and inclusive messaging with students, staff, families and community. Now, more than ever, messages of inclusion, belonging, and demonstrating our culture of care is so important while we don't have the natural connection of being able to all gather together in the school settings.
- Using the latest technologies for virtual connection, 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 have been variable.

**Adaptations/Next Steps:**

- The Family Engagement Committee is looking ahead to when we can support the district and schools in family community in-person events again such as district wide PAC training with Betty Baxter and school family BBQ's.
- Elementary schools are assessing their need for a school app similar to the secondary apps in our district to assist in accessible, immediate, and direct communication with families.
- Working in collaboration with the technology department and BlackBean Creative to increase the responsiveness of our websites.
- Community engagement for strategic planning will begin in 2022.
- We will continue to encourage a culture of sharing and celebrating all that we do!