



Livingstone Range
SCHOOL DIVISION NO. 68

Communications Plan

2010-2011

Updated with results for 2010-2011, November 2011

Communications Plan
Livingstone Range School Division
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Background:

Parental involvement and engagement in their children's education are critical cornerstones to students' success in school. Similarly, public involvement and engagement in schools develops lasting, community partnerships that support public education and student achievement. The process of building such partnerships is an ongoing, two-way communication between a school jurisdiction and the schools it serves. This communication plan is a tool to ensure authentic public engagement in on-going, two-ways communication between Livingstone Range School Division and the communities it serves.

Rationale:

The Board of trustees has as one of its priorities to enhance community, student and parental involvement in education. One key strategy to accomplish this is through communication.

Purpose:

This communication plan serves to clearly articulate communication strategies to support Board priorities. It will provide an action plan related to the following key areas identified by the Board:

- Divisional identity
- Build communication skills
- Parental, student, principal and stakeholder engagement
- Media relations
- Elected officials

Outcomes:

- To increase opportunities for student, parent and community input on educational matters
- To ensure student, parent and community participation, involvement and engagement
- To ensure that structures and processes are in place at Central Office that support departments to work together and to coordinate and communicate the work and achievements of the jurisdiction

Core Values:

Accountability for excellence in student achievement is supported by:

- Transparent and effective communications
- Collaborative decision making
- Commitment to success and achievement
- Recognition and celebration of accomplishments

Goal: To enhance student success in school through communication strategies that engage students, parents and community in education

Desired Outcomes	Indicators of success	Strategies	Responsible person	Timelines	Results
Staff and trustees will be informed about jurisdictional perspective and promote our divisional identity	Number of visits to schools	All trustees will visit all LRSD schools	Trustees	After October 18	Completed Jan. 2011
	Staff directory completed	Create LRSD staff directory and distribute to trustees and staff	Ellie, Louanna	Nov 30	Completed November
	ID messages shared	Deliver key divisional ID messages at PD day	Dick, Ellie	Nov. 1	Completed November 1
	News release shared	Prepare an ad and news release introducing new trustees and LRSD key messages	Ellie, Board Chair	Oct 19	Completed October
	Board retreat	Plan Board retreat with	Dick, Ellie	Nov 5	Completed Nov. 5

	meets needs of new trustees	Tom Thompson			
	Number of concerts with trustees in attendance	Attend Christmas concerts	Trustees	Dec	Trustees & C. O. staff attended concerts
	Increased number of opportunities to discuss board policies	Share divisional identity messages with principals at Board/Admin retreat	Board chair	Dec 1-2	Done at retreat
		Provide opportunities to increase employees' understanding of policies, programs, services and Board decisions e.g. working committees, Regional School Council, School Councils	Trustees, C. O. admin	On-going	Provide trustee updates at School Councils; shared updated School Council procedure at Regional School Council
	Key messages about rural education developed	Promote the benefits of rural public schools	Trustees	On-going	Trustees advocate for rural education with MLA, MP, at ASBA
	Monthly publication completed	Publish Board Highlights for each Board meeting	Ellie	Monthly	Completed monthly
	Annual recognition of staff service	Staff are recognized for long service at jurisdictional day	Trustees	Annually	Nov. 1 each year
	Key message about parental and community	Share copies of "Schools Cannot Do it Alone"	Trustees	August	Purchased & shared the resource with Administrators, trustees,

	engagement in education developed and shared				community members. Posted summary on website.
Administrators are empowered and have the capacity to play a central role in local communications	Communications on School Council agendas	Administrators articulate communications role with local school councils	Administrators	Council meetings	Administrators shared message with school councils
	Expectations about effective communications occurs	Administrators aware of expectations about effective communications through supervision, PD, at board Admin retreat, orientation	C. O. staff	PD opportunities	Website standards developed. Support provided to school-based staff re: sites
	Discussion at RSC occurs	Discussions at Regional School Council about stakeholder engagement, effective communication strategies	Ellie, trustees	Regional school council	Discussion held at RSC
	Number of stories published related to school events	Administrators know local newspaper editors and communicate stories to them	Administrators	On-going	Varies by community. School sports and events covered well by media.
	Frequency of meetings and communication	Staff and administrators know and communicate with local municipal and elected officials	Central Office staff, admin	On-going	
	Volunteers in schools are recognized	An increase in the number of volunteers in schools. Volunteers names are posted on internal website. Discuss at Admin Council	Administrators	On-going	Individual schools recognize their volunteers

	<p>All schools have quorum at school council</p> <p>Frequency and variety of methods used for communication with parents</p> <p>Guidelines developed and in place</p>	<p>Schools have healthy, active school councils</p> <p>Administrators and Central Office staff are ambassadors for the division as well as the schools</p> <p>Administrators communicate well with parents and the public through a variety of media including the website, newsletters, phone calls home, in-person meetings</p> <p>Standard and guidelines in place for communications through the website. Jurisdictional and school websites provide up-to-date information to families and communities</p>	<p>C. O. staff and Admin</p> <p>Administrators</p> <p>Administrators</p> <p>Central Office</p>	<p>On-going</p> <p>On-going</p> <p>On-going</p> <p>Fall 2011</p>	<p>Admin procedure 110 rewritten and reviewed</p> <p>Schools celebrate success through newsletters, website, newspaper articles.</p> <p>Schools use a variety of methods to communicate with public.</p> <p>Website standards developed.</p>
<p>Parents, students, staff are actively engaged in providing input into educational issues and concerns</p>	<p>Intergenerational committee in place</p> <p>Terms of reference reviewed</p> <p>Decision made on Regional Student Council</p> <p>Board priority</p>	<p>FNMI intergenerational committee is in place to consult on FNMI education</p> <p>The terms of reference for Regional School Council is reviewed</p> <p>Get input on the interest in forming a Regional Student Council</p> <p>Ensure that all plans</p>	<p>Trustees, Stephen</p> <p>Ellie</p> <p>Kathy</p> <p>Ellie</p>	<p>Fall 2010</p> <p>Feb 2011</p> <p>Semester 2</p> <p>October</p>	<p>Research on model completed. Council to be in place in Jan 2012</p> <p>Not reviewed in 2011. New in 2009.</p> <p>Completed June 2011</p> <p>Revisit plans in 2011 to ensure that community</p>

	<p>plans address communication</p> <p>Role and function of School Council clarified</p>	<p>(including IMR and Tech) include a communications and engagement component</p> <p>School Council is used as a vehicle for parental and community involvement at local and regional levels</p> <p>Coordinate volunteers. Coordinate activities between Councils, coordinate guest speakers. Schedule visits and share ideas with school councils outside the jurisdiction.</p> <p>Create parental and community engagement initiative</p> <p>Develop a School Council and parent engagement policy</p> <p>Provide School Council/parental engagement information at new staff orientation</p>	<p>Board and Ellie</p> <p>School councils, schools</p> <p>Board, school councils</p> <p>Board policy committee</p> <p>Ellie</p>		<p>engagement is included in each plan.</p> <p>Review role at RSC and with administrators</p> <p>Jamie Vollmer session held. Community working groups established.</p> <p>Not completed in 2011.</p> <p>Completed August 2011.</p>
Regular and proactive communications occurs with the media in LRSD	Frequency of communication with media	<p>Provide news releases, announcements to the media</p> <p>Use ads in local papers to share important information</p>	<p>Ellie</p> <p>Ellie</p>	<p>On-going</p> <p>On-going</p>	<p>Completed as needed</p> <p>Completed as needed</p>

	<p>Number of Board meetings held outside of Claresholm</p> <p>Baseline data collected</p> <p>School Council used as a vehicle for parent & community involvement at local & regional levels</p>	<p>Schedule Board meetings in other communities and invite the local press to attend</p> <p>Gather data on the effectiveness of communications plan through: staff and trustee observations, website hits, anecdotal comments at council meetings, communications survey as RSC, reduced concerns/complaints</p> <p>Coordinate and circulate list of volunteers. Coordinate activities and guest speakers. Coordinate interaction with other school councils such as parent visits to other schools.</p> <p>Assist with planning & coordinating family engagement events in the community such as family reading night</p> <p>Provide school council and parental engagement information at staff orientation.</p>	<p>Trustees, Ellie</p> <p>Ellie</p> <p>Schools School Council</p> <p>Trustees</p> <p>Central Office</p>	<p>After election</p> <p>April</p>	<p>Board meetings continued to be held in Claresholm.</p> <p>Trustee updates on websites provide information to public.</p> <p>In future RSC meetings, allow time to discuss coordination of guest speakers and activities.</p> <p>Varies by school. Worked with PBE and Holy Spirit to organize Parent Engagement conference.</p> <p>Provided information during August orientation.</p>
Trustees and Central Office staff meet with other elected officials	Number of communications with officials	Communicate regularly with mayors, councils, MLA and MP in person	Trustees	On-going	Trustees met with MLA 3 times and with MP twice. Mayors, business

regularly and keep them apprised on LRSD concerns, issues and celebrations	Briefing notes used for communication	and in writing Use briefing notes to articulate key messages and concerns	Ellie	On-going	representatives invited to the Great Conversation. As needed.
Plans are in place to manage emergent issues	Emergency plan in place Business recovery plan in place	Develop an emergency preparedness plan Develop a business recovery plan	C O administration Don	2011 2011	To be completed by December 2011