



# Accountability Report

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## Communications

**John Schultz, Superintendent of School**  
**6/19/2017**

# Accountability Report

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## SOURCE DOCUMENTS:

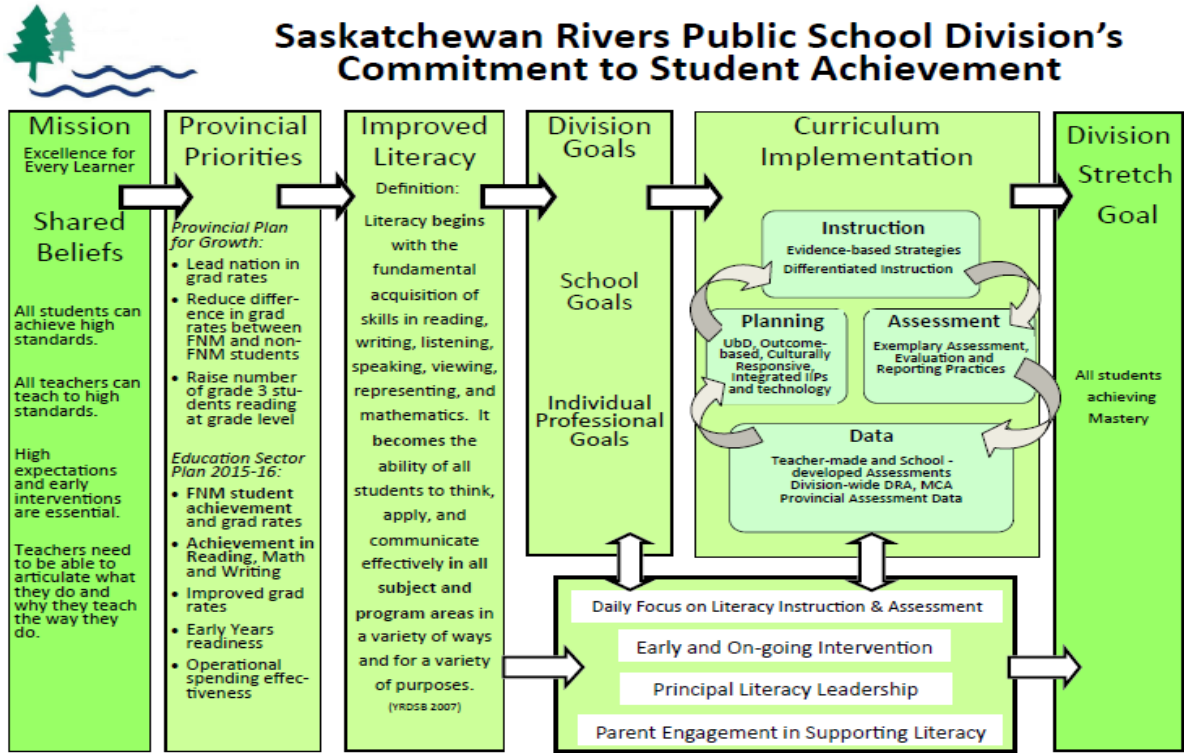
1. Saskatchewan Rivers Public School Division (SRPSD) Policy 1 states the following in its Foundational Statements under Educational Belief Statements:
  - Emphasis on setting the tone for the school division.
  - Be sensitive in its communication with stakeholders.
2. SRPSD Policy 2.2 states the following in its Role of the Board Accountability:
  - Establish processes and provide opportunities for information sharing with the community and for community input.
3. Board Handbook Policy 8.5 states the following:
  - As part of its ongoing effort to keep staff and the public fully informed concerning its affairs and actions, the Board expects the Director to institute and maintain effective and appropriate procedures for the prompt dissemination of information about decisions made at all Board meetings.
4. 2016-2017 Board Advocacy Plan Priority Area #4:
  - Public Relations and Communications:
    - a) The Board affirmed the importance of improving public relations and stressed the need to enhance positive public relations. Positive public relations and the promotion of the Saskatchewan Rivers Public School Division's culture of excellence is seen by the Board as an integral part of advocating for students. Effective advocacy is contingent on the Board's capacity for strategic communications and developing a robust and positive public relations presence. It also requires the right tools.
  - Proposed Actions:
    - a) That the Board of Education maintain a strong radio and media presence in order to publicly promote student achievements with a strong emphasis on academics and students achieving at high levels.
    - b) That the Board of Education continues to support and promote the welcoming culture of Saskatchewan Rivers Public School Division schools.
    - c) That the Board of Education publicly recognize and highlight the achievements of all Governor General Award Winners in the graduating class of 2017.
    - d) That the Board of Education continue to monitor and provide input into the division's communications planning as part of the annual Communications Accountability Report presentation and as part of the Budget development cycle.
    - e) That the Board clearly communicate key messages around the strength, stewardship and governance in leading change.

**SRPSD communications goal is to effectively communicate who we are as a division with a focus on our *brand, logo, and commitment to student achievement*:**

- *Brand - Excellence for Every Learner.*
- *Logo*-The purpose of the Saskatchewan Rivers Public logo is to visually represent our brand and effectively communicate who we are as a division. The two rivers represent the North and South Saskatchewan Rivers which meet within the boundaries of the school division. The trees also refer to our location in the parklands area of the province. The word public is significant as it speaks to our commitment to serve all children in our area.

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- Commitment to Student



## EVIDENCE:

1. SRPSD communications data collected from media and internal sources:
  - CTV segment called *School Zone* highlighting SRPSD schools pre-taped and shot on location. Featuring school principals communicating SRPSD key messages:
    - a) What our students are doing to improve literacy skills.
    - b) What our schools are doing to ensure excellence for every learner.
    - c) The importance *the board*, staff, students and parents in the learning process.
    - d) Events, celebrations, activities.
  - Nine schools have been showcased so far and are also linked on the CTV and SRPSD websites:
    - a) Arthur Pechey
    - b) Ecole Vickers
    - c) Kinistino
    - d) Meath Park
    - e) Osborne
    - f) Red Wing
    - g) Vincent Massey
    - h) Big River High School
    - i) T.D. Michel

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- In January 2017 we launched a similar centrally controlled *School of the Week*. Our plan was to reach a wider audience and provide Board endorsed key messages to our community. This provides principals with enhanced skillset around articulating what SRPSD does to provide *Excellence for Every Learner*. Wesmor, St. Louis, W.J.B., Princess Margaret and Spruce Home will be featured from January to June. Example:



Princess  
Margret.mp3

- Media Communications releases both as a school division and in collaboration with sector partners. (Appendix A,B)
- A special SRPSD *School Zone Assessment Talk* was created to respond to community concerns that were raised during the consultation stage of Thought Exchange (formerly Thought Stream). For 5 days in April, 2016 Superintendent Emmerson reviewed our assessment practices in a community based messaging format- we want to demonstrate system level leadership by using media as a platform to be the expert voice on education!  
<http://saskatoon.ctvnews.ca/video?clipId=758081&binId=1.1165954&playlistPageNum=1>
- CTV special coverage stories on Newcomers, Board Christmas Greetings, Saskatchewan Rivers Student for Change, Pinball Clemons, etc.
- CTV Coverage area reaches 6,000 viewers 18 years of age or older with its noon hour broadcast. (Appendix C)
- Formal SRPSD Board/SCC seminar plan included SSBA Communications Director Jill Welke and Communications Assistant Joe Couture. Trustees, Principals and SCC all learned about the topic of “Marketing Schools” and examined social media platforms, creating inviting schools and generally how to interact effectively with media and how to share their school story.
- Missinipi Broadcasting scripts promoting SRPSD key messages in their broadcast area.
  - a) 90x60 second messages promoting SRPSD in the fall in Cree and Dene.
  - b) 30 Christmas greetings.
  - c) Missinipi Broadcasting coverage area:  
88.1FM in Prince Albert, 96.1FM in Sturgeon Lake, 89.9FM in Montreal Lake, 89.3FM in Weyakwin, 89.9FM in La Ronge and Northern Saskatchewan.
- Jim Pattison Broadcast Group SRPSD campaign has a refreshed focus on SRPSD “...culture of excellence...” as per Board of Education 2016-17 Advocacy Plan. Branding in 2016-17 includes key messages and special occasions voiced by Director or Chair of Board. (Appendix F)
  - a) Co-Sponsorship of the Power & Mix 101FM School Safety Messages.  
260 messages @ 8:25am (Mon – Fri)  
260 messages @ 3:25pm (Mon – Fri)
  - b) Exclusive Sponsorship of the 6-7am Hour of the Morning Show.  
260 messages @ 8:30am (Mon – Fri)  
260 messages @ 8:30 am (Mon – Fri)
  - c) 200 special event marketing messages (K registration, Grade 8 open houses, Congratulations Grads, Welcome Back).

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- d) SRPSD Director and Board Chair radio key listening day part times. SRPSD key messages focused on specific target audience. These are all placed during the *top rated day parts* (am drive/pm drive). (Appendix F)
- PANOW year round SRPSD message campaign featuring online website messages. Also a 4 week special message campaign (K registration, Grade 8 open houses, Congratulations Grads, Welcome Back)
- PANOW has over 2,000,000 site views per year.
- Media partnership which awards bursaries to students in our urban high schools. The recipients are based on being the best in Visual and Performing Arts.
- 20,000 Shoppers will be distributed on select occasions with SRPSD event marketing (K registration, Grade 8 open houses, Congratulations Grads, Welcome Back, Remembrance Day, Bus Safety, etc.)
- Prince Albert Shopper Distribution area (Appendix D)
- Prince Albert Daily Herald and Rural Roots 48 week SRPSD key messages and event marketing campaign continues.
  - a) 120,000 online SRPSD messages during course of year Prince Albert Daily Herald online edition.
  - b) Newsprint edition 10 branding ads over remainder of year.
  - c) 30 messages (K registration, Grade 8 open houses, Congratulations Grads, Welcome Back).
  - d) Prince Albert Daily Herald Distribution. (Appendix E)
- Our Website and Social Media Imprint
  - a) Official Social media usage:
    - Remind- 85%
    - Social Media (twitter, facebook, jigsaw, seesaw, etc.)- 70%
  - b) SRPSD website splashpage refreshed on regular cycle. All schools represented. All messages on splashpage coordinated by senior administrator.
  - c) Over 85,000,000 website hits since 2009.
  - d) 40,000 total average website hits per day.
  - e) 3.5 average page views per day.
  - f) 1,500 visitors per day.

## **ADMINISTRATIVE IMPLICATIONS:**

1. Our media campaign continues to convey the key messages that we teach morals, characters, and good behaviour. The campaign also lets the public know our strong commitment to student achievement with a particular focus on literacy. We believe that Prince Albert and area has heard the message that SRPSD provides *Excellence for Every Learner*. The Board has helped provide direction with communications in the past year. Recent 2016-17 Annual Board Advocacy Development plans will help senior administration refine our communications strategy and reach out to our stakeholders. Administration continues to respond with a comprehensive communications strategy informing our

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public about the excellence that SRPSD offers. Public relations and communications are important to the Board.

2. Our new SRPSD website was launched officially in September 2016. It is a mobile friendly site with quick links to bus updates, contact information and familiar icons for quick recognition.
3. We still average one story per school day via our media partners in print, online, and televised media; 95% are positive and are in alignment with creating a positive image for SRPSD.
4. Our overall SRPSD Communications budget for 2016-17 has posed some challenges in maintaining a strong media presence, as per proposed action in the 2016-17 Board Advocacy Plan.

## **GOVERNANCE IMPLICATIONS:**

1. Based upon the report it is recommended the Board maintain current direction for ensuring communication about the Division is consistently provided to the public. Administration will provide further accountability reporting on communication in June, 2018.
2. Trustees and the Board should continue to seek opportunities to communicate with staff, parents, students, and the community through events.
3. We have exercised the Ministry mandated fiscal restraint. This will mean a less expansive media messaging campaign.

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## Appendix A



November 2, 2016

### **Saskatchewan Rivers Public School Division Supports Learning Opportunities for Local Students**

**For immediate release:**

The Saskatchewan Rivers Public School Division is proud to welcome Michael 'Pinball' Clemons to Prince Albert today to speak to local students about becoming leaders in their community. Pinball, a CFL legend, will speak to students at Wesmor Public High School today beginning at 1 p.m.

Representatives from the Saskatchewan Rivers Public School Division will also be on hand to talk with local student leaders and SRPSD Board of Education Trustees about plans for the school year. The Saskatchewan Rivers Public School Division partnered with the Prince Albert & District Chamber of Commerce to present this opportunity for local students.

Pinball will also be speaking Thursday evening at the Chamber's annual Chairman's Night gala at Plaza 88 Event Centre.

"Pinball Clemons is a well-known athlete and an inspiring speaker, and the Saskatchewan Rivers Public School Division is grateful for this opportunity to bring his story to our local student leaders," said Robert Bratvold, SRPSD director.

"Our community has many young leaders and Pinball's energy and enthusiasm will be an exciting opportunity for them to learn more about leadership and build on their skills."

The media is invited to attend Pinball's presentation today at Wesmor Public High School. The presentation will begin at 1 p.m.

For more information about this presentation, please contact: John Schultz,  
Superintendent of Schools  
Saskatchewan Rivers Public School Division

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## Appendix B



### FOR IMMEDIATE RELEASE

#### **Lakeland Ford & Lakeland Hyundai Partner with Co-op for Prince Albert Public Schools Lunch Program - *Feeding our Future***

**Prince Albert, November 29, 2016;** Saskatchewan Rivers Public School Division announces *Feeding Our Future* - a partnership with Lakeland Ford, Lakeland Hyundai and the Prince Albert Co-operative Association. Commencing December 5th the Prince Albert urban elementary schools of the Saskatchewan Rivers Public School Division will begin collecting supplies at the Prince Albert Co-op Marketplace for their emergency lunch program. The goal is to provide a complete balanced meal so all children can focus while in the classroom.

This joint venture between both Lakeland dealerships and Prince Albert Co-op is an effort to ensure Prince Albert's students are as well-nourished as they are educated. Scott Newsom, Managing Partner of both dealerships notes, "We are excited that the Prince Albert Co-op has agreed to partner with us for this program. The need is great and we are humbled by the opportunity to join with them to make a difference in the healthy lives of our kids."

SRPSD Director of Education, Robert Bratvold, had this comment, "These local business leaders have stepped forward to support children in need. Their leadership and generous support for Feeding Our Future will strengthen the healthy development and effective education of our children. Our whole community will benefit."

Prince Albert Co-op CEO Dean McKim added, "Unfortunately, a balanced meal isn't something that all students can take for granted. The Co-op is a company that cares and when it comes to meeting the needs of children there isn't a second thought. Companies like Lakeland Ford, Lakeland Hyundai and the Co-op are always willing to figure out a way to help, then make it happen. It's all for the good of the community."

The first supply pickup will take place on December 5th at 9:30 am at the Prince Albert Co-op Marketplace in Cornerstone. The media is welcome to attend and representatives from all three partners will be in attendance for interviews.

For more information, please contact:

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Lakeland Ford/Lakeland Hyundai  
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John Schultz  
Sask Rivers Public School Division  
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Cara Stelmaschuk  
Prince Albert CO-OP  
306-960-9511  
cara.stelmaschuk@pacoop.ca

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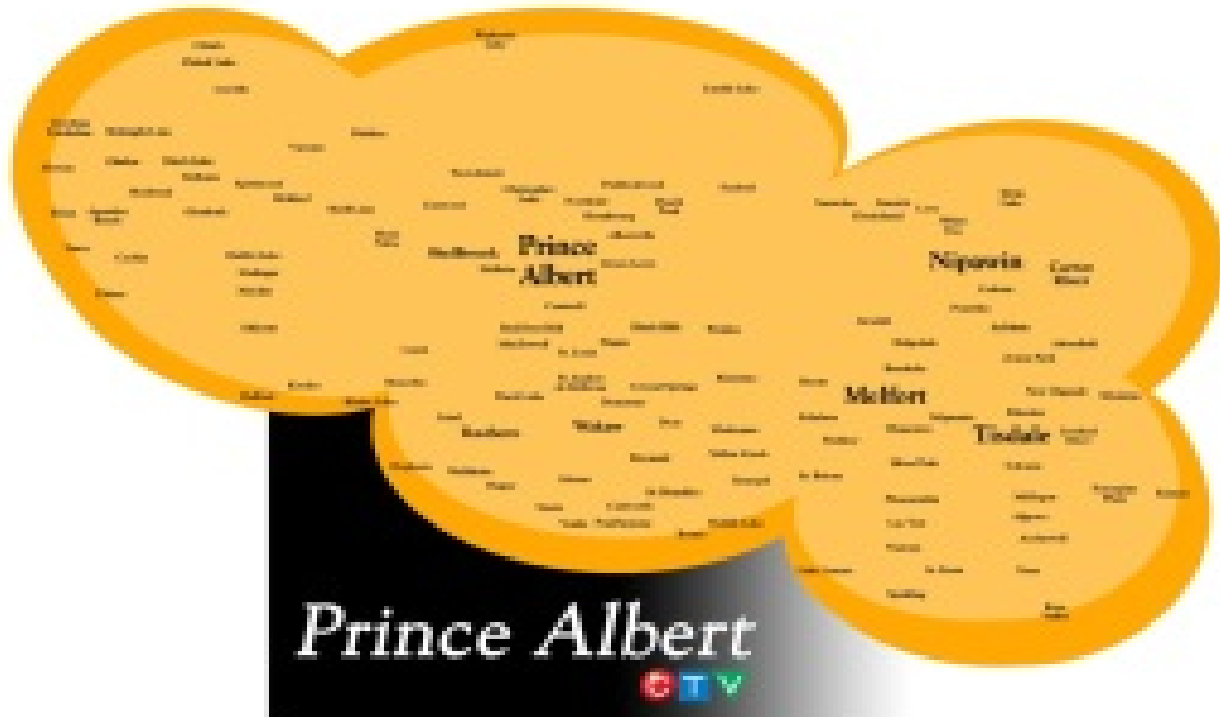
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# Accountability Report

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## Appendix C



# Accountability Report

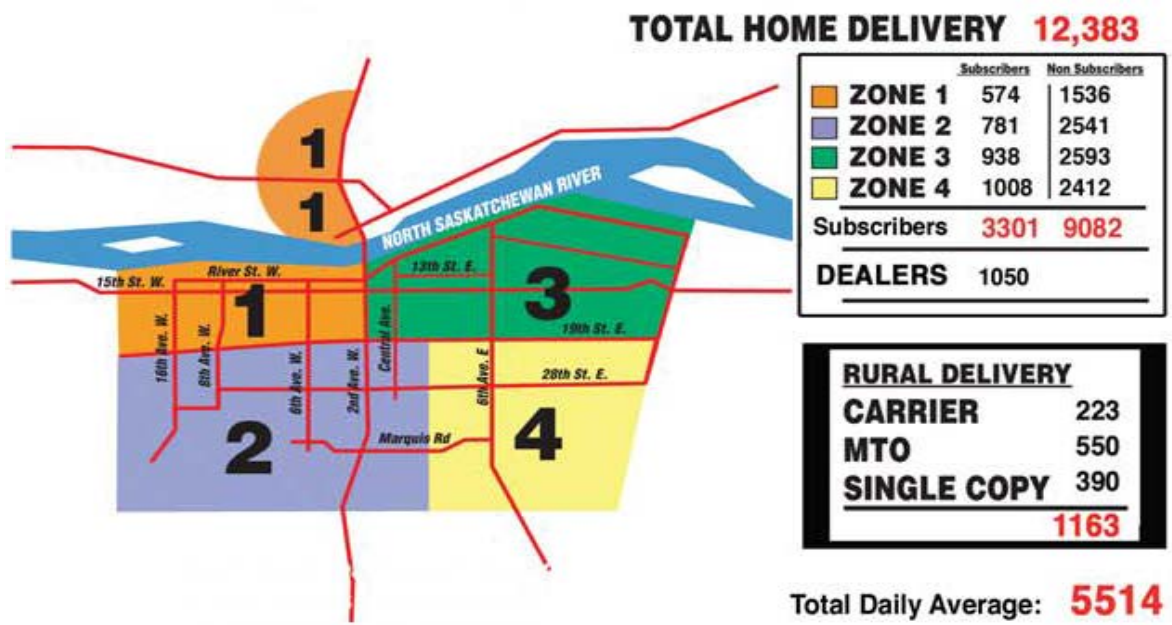
## Appendix D



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SOK</b></td> <td style="text-align: right;"><b>225</b></td> </tr> <tr> <td colspan="2" style="padding-left: 20px;">La Ronge (1L0) - 120, Air Ronge (3G0) - 20, Waskesiu Junction (2Y0) - 30, Weyakwin (2T0) - 40, MacDowall (50K 250) - 20</td> </tr> <tr> <td><input type="checkbox"/> <b>Northern Community (Air) SOJ</b></td> <td style="text-align: right;"><b>120</b></td> </tr> <tr> <td colspan="2" style="padding-left: 20px;">Points North Landing (3C0) - 20, La Ronge (1L0) - 20, Wollaston Post (3C0) - 20, Fond Du Lac (0W0) - 20, Stony Rapids (2R0) - 40</td> </tr> <tr> <td><input type="checkbox"/> <b>Mine (Air)</b></td> <td style="text-align: right;"><b>155</b></td> </tr> <tr> <td colspan="2" style="padding-left: 20px;">Key Lake - 45, Cigar Lake - 25, Rabbit Lake - 25, McArthur River - 25, McClean Lake - 25, Uranium City - 10</td> </tr> <tr> <td><input checked="" type="checkbox"/> <b>Total for Rural Depot Drops</b></td> <td style="text-align: right;"><b>2,180</b></td> </tr> <tr> <td colspan="2"><b>Additional Comments:</b></td> </tr> <tr> <td><input type="checkbox"/> <b>Total Distribution</b></td> <td style="text-align: right;"><b>19,040</b></td> </tr> </tbody> </table>		Rural Depot Drops		<input type="checkbox"/> <b>Driver One (South) - SOJ &amp; SOK</b>	<b>490</b>	Birch Hills (0G0) - 120, Kinistino (1H0) - 60, St. Louis (2C0) - 50, Weldon (3A0) - 20, Hoey (1E0) - 25, Muskoday (3H0) - 40, Wakaw (50K 4P0) - 115, Domremy (50K 1G0) - 60		<input type="checkbox"/> <b>Driver Two (West) - SOJ</b>	<b>325</b>	Holbein (1G0) - 70, Shellbrook (2E0) - 155, Parkside (2A0) - 15, Canwood (0K0) - 65, Nordale (56V 0Z6) 20		<input type="checkbox"/> <b>Driver Three (Danny) - SOJ</b>	<b>240</b>	Big River (0E0) - 60, Debden (050) - 20, Leoville (1N0) - 10, Mont Nebo (1X0) - 50, Spiritwood (2M0) - 60, Shell Lake (2G0) - 40		<input type="checkbox"/> <b>Driver Four (Ginter) - SOJ</b>	<b>365</b>	Red Wing (S6V 5R3) - 45, Paddockwood (1Z0) - 100, North Side (0N0) - 30, Emma Lake (0N0) - 40, Murray Point (0N0) - 30, Christopher Lake (0N0) - 120		<input type="checkbox"/> <b>Driver Five (Bill) - SOJ</b>	<b>260</b>	Meath Park (1T0) - 55, Weirdale (2Z0) - 40, Snowden (2K0) - 25, Albertville (0A0) - 40, Smeaton (2J0) - 40, Choiceland (0M0) - 25, Highway #55 Service Station -15, Caribou Creek lodge - 20		<input type="checkbox"/> <b>Driver Six (Warren) - SOJ &amp; SOK</b>	<b>225</b>	La Ronge (1L0) - 120, Air Ronge (3G0) - 20, Waskesiu Junction (2Y0) - 30, Weyakwin (2T0) - 40, MacDowall (50K 250) - 20		<input type="checkbox"/> <b>Northern Community (Air) SOJ</b>	<b>120</b>	Points North Landing (3C0) - 20, La Ronge (1L0) - 20, Wollaston Post (3C0) - 20, Fond Du Lac (0W0) - 20, Stony Rapids (2R0) - 40		<input type="checkbox"/> <b>Mine (Air)</b>	<b>155</b>	Key Lake - 45, Cigar Lake - 25, Rabbit Lake - 25, McArthur River - 25, McClean Lake - 25, Uranium City - 10		<input checked="" type="checkbox"/> <b>Total for Rural Depot Drops</b>	<b>2,180</b>	<b>Additional Comments:</b>		<input type="checkbox"/> <b>Total Distribution</b>	<b>19,040</b>
City Area Break Down	Less Apt.																																																																																																																																																																						
<input type="checkbox"/> Midtown (S6V)	820	1,140																																																																																																																																																																					
<input type="checkbox"/> East Flat (S6V)	2,330	2,510																																																																																																																																																																					
<input type="checkbox"/> Crescent Acres (S6V & S6X)	960	1,120																																																																																																																																																																					
<input type="checkbox"/> Crescent Heights (S6V)	1,050	1,215																																																																																																																																																																					
<input type="checkbox"/> Carlton Park (S6V)	750	835																																																																																																																																																																					
<input type="checkbox"/> East Hill (S6V)	1,615	1,770																																																																																																																																																																					
<input type="checkbox"/> West Hill (S6V & S6W)	1,395	1,985																																																																																																																																																																					
<input type="checkbox"/> West Flat (S6V)	1,845	2,015																																																																																																																																																																					
<input checked="" type="checkbox"/> <b>Total for Full City Coverage</b>		<b>12,590</b>																																																																																																																																																																					
<input type="checkbox"/> Total for Full City No Apt.	10,765																																																																																																																																																																						
<b>City Depot Drops</b>																																																																																																																																																																							
<input type="checkbox"/> Businesses/Hotels		735																																																																																																																																																																					
<input type="checkbox"/> High Rise Apt./City Droop Boxes		225																																																																																																																																																																					
<input checked="" type="checkbox"/> <b>Total City Depot Drops</b>		<b>960</b>																																																																																																																																																																					
<input type="checkbox"/> <b>RR1 (S6V 5P8)</b>		<b>155</b>																																																																																																																																																																					
Highway #302 East TO Lacolle Falls																																																																																																																																																																							
<input type="checkbox"/> <b>RR2 (S6V 5P9)</b>		<b>420</b>																																																																																																																																																																					
Highway #2 South Davis Corner to St. Louis																																																																																																																																																																							
<input type="checkbox"/> <b>RR3 (S6V 5R1)</b>		<b>300</b>																																																																																																																																																																					
Highway #302 West Past Pen																																																																																																																																																																							
<input type="checkbox"/> <b>RR4 (S6V 5R2)</b>		<b>265</b>																																																																																																																																																																					
Area Between White Star Road & Highway #55 East, to the Road Behind Pulp Mill back towards P.A																																																																																																																																																																							
<input type="checkbox"/> <b>RR5 (S6V 5R3)</b>		<b>930</b>																																																																																																																																																																					
Highway #55 West around to Highway #2 North & Red Wing Area																																																																																																																																																																							
<input type="checkbox"/> <b>Letter Boxes (S6V)</b>		<b>405</b>																																																																																																																																																																					
<input type="checkbox"/> <b>SOJ's -</b>		<b>555</b>																																																																																																																																																																					
Candle Lake (3E0) - 235, MayView (150) - 25, Waskesiu Lake (2Y0) - 65, Foxford (0Y0) - 30, Henribourg (1C0) - 45, Spruce Home (2N0) - 155																																																																																																																																																																							
<input type="checkbox"/> <b>SOK's -</b>		<b>280</b>																																																																																																																																																																					
Crystal Springs (1A0) - 50, Yellow Creek (4X0) - 70, Tway (4K0) - 30, St.Isadore De Bellevue (3Y0) - 130																																																																																																																																																																							
<input checked="" type="checkbox"/> <b>Total for Mail</b>		<b>3,310</b>																																																																																																																																																																					
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<input type="checkbox"/> <b>Driver One (South) - SOJ &amp; SOK</b>	<b>490</b>																																																																																																																																																																						
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<b>Additional Comments:</b>																																																																																																																																																																							
<input type="checkbox"/> <b>Total Distribution</b>	<b>19,040</b>																																																																																																																																																																						

# Accountability Report

## Appendix E



Sept 2010

# Accountability Report

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## Appendix F

### #1

**FV:** At Saskatchewan Rivers Public School Division our Board of Education is focused on a mission to achieve excellence in education. To consistently improve and provide the best programs possible for over nine thousand pre-kindergarten to grade 12 students in 32 school communities.

**BH:** **(A)** This is Board Chair Barry Hollick; consider the advantages of an SRPSD education for your child. Fully rounded learning... individual growth and achievement; find out more at “SRSD 119 dot CA”. Saskatchewan Rivers Public School Division, excellence for every learner.

**(B)** The magic of Christmas is all around us, and it is the perfect time of year to spend with loved ones cherishing the warmth of the season. This Barry Hollick, Board Chair for SRPSD on behalf of the board and all the staff may you have a safe and happy holiday season.

### #2

**FV:** At Saskatchewan Rivers Public School Division our focus on literacy is leading to academic success. Graduation rates continue to rise while providing students and families with the best possible programs and opportunities...not only meeting but pursuing higher standards!

**RB:** This is Robert Bratvold Director of Education; we have outstanding prekindergarten and kindergarten programs so if you have a child who is 3, 4 or 5 years old talk to your local public school about registration details or visit us at SRSD 119 dot ca. Saskatchewan Rivers Public School Division, Excellence for Every Learner.

### #3

**FV:** Today, an education means more than the ability to read and write. It means the ability to think... to apply knowledge... to communicate. At Saskatchewan Rivers Public Schools Division it is priority one; an education that includes a strong academic literacy focus complemented by character and life skills.