



Accountability Report

Communications

6/18/2018

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SOURCE DOCUMENTS:

1. Saskatchewan Rivers Public School Division (SRPSD) Board 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.

Policy 1 also includes information about the school division logo that informs the branding and communication process:

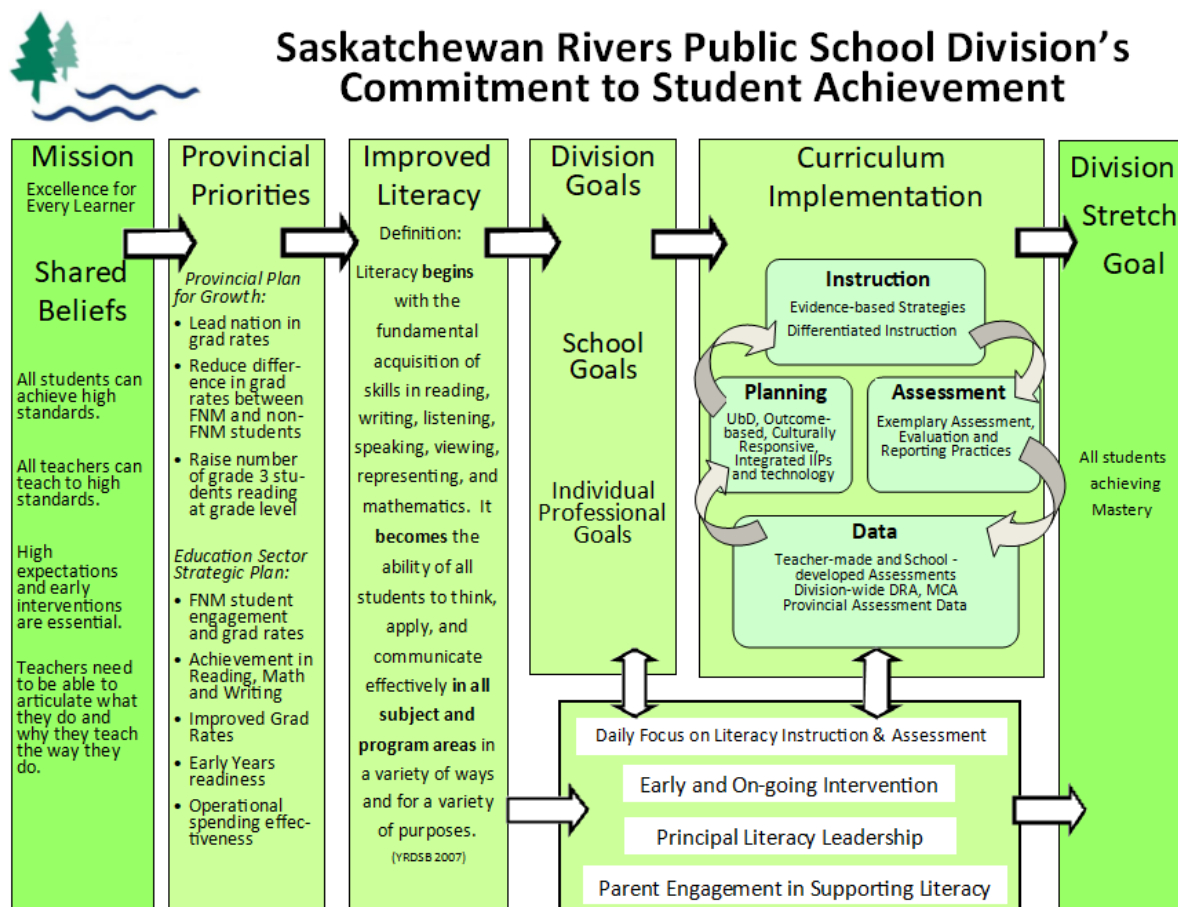
The purpose of the Saskatchewan Rivers Public School Division logo is to visually represent our brand and effectively communicate who we are as a division. The two rivers represent the North and South Saskatchewan Rivers, which meet within the boundaries of the school division. The trees also refer to 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.

2. Board 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 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. Board Advocacy Plan for 2017-18 indicates Priority Area #4:
Public Engagement and Communications:
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 engage the SSBA Communications team to support the development of a 2017-2018 Communications Plan for the Board of Education.
 - b) That the Board continue to support diversity and the welcoming culture of Saskatchewan Rivers Public School Division schools.
 - c) That the Board publicly recognize and highlight the achievements of all Governor General Award winners in the graduating class of 2018.
 - d) That the Board 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 (i.e. staffing).
 - e) That trustees continue to prioritize SCC engagement.
 - f) Enhance the social media presence of trustees in the division.

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EVIDENCE:

1. An internal communications document, which is sometimes used as part of external communications, is commonly referred to as “**the one pager**”. This document summarizes how various aspects of operations align with the mission of the Board.



2. The Board’s **Strategic Plan** is a tool that not only guides the direction and work of the staff in the division, but also is used to communicate the division’s focus on student achievement, our goals, targets and strategies. The introduction and summary page especially serves this communication function both to internal audiences and to external audiences including partners and the Ministry.
3. The division **website** is a valued tool for staff as a repository for many documents, forms, information summaries and other resources that communicate important information to across the division. Anecdotal reports indicate the website is seen as informative and easy to access but access to the website by the public is primarily parents seeking information about schools, bus reports and some other information. Media, the public and staff also access the website to find information about the Board meeting schedule and minutes from previous meetings that are normally posted the day after they are approved. The website averages 40,000 total hits per day.

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4. The **Splash Page** is one specific part of the website that is a tool for branding and setting the celebratory tone for highlighting student success. Schools or individual staff submit items and published items are selected for their alignment with the brand of excellence for every learner and their demonstration of a focus on literacy, citizenship/character, or outstanding achievement.
5. Social media platforms, including **Remind101** (80% of schools), **Facebook** and **Twitter** (70% of schools), are used by individual schools, staff members and Trustees to share with the public both celebratory and informational items with the community and the wider public. Some samples are below:



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Tweets 13.4K

Followers 1,650

Likes 1

Lists 1

PACarlington
@PACarlington

The official Twitter feed of Carlton Comprehensive Public High School. Diversity is our strength.

Treaty 6 Territory, Prince Albert, SK

carltonhigh.ca

Joined March 2012

Tweet to PACarlington

116 Followers you know



4,811 Photos and videos

Tweets **Tweets & replies** **Media**

**PACarlington** @PACarlington · 9m

P.A. soccer community celebrates Canada World Cup decision



P.A. soccer community celebrates Canada World C...
Prince Albert soccer aficionados are joining the rest of their Canadian brethren in celebrating the country's successful bid to co-host the 2026 FIFA World Cup.
panow.com



**PACarlington** @PACarlington · 10m

Carlton awards athletic achievements at banquet



Carlton awards athletic achievements at banquet
The Carlton Crusaders celebrated another year athletic achievement at the 43rd Annual Crusaders Athletics Banquet and Awards Night on Wednesday at Carlton.
panow.com



**Robert Bratvold**
@SRPSD_Director

Tweets 1,820

Following 282

Followers 518

Likes 160

Lists 0

Moments 0

**Wesmor High School** @WesmorPHS · 20h

We won \$10000 in the @SaskTeachersFed #TheStudentProject video contest!!!
[#amazing](#) [#WildcatProud](#)



 6  36 

 You Retweeted

**PA & Area Community Alcohol Strategy** @PACASSC · Jun 12

The Community Alcohol Strategy will be at Street Fair this Saturday.

Come visit us and learn how you can be a part of the solution to creating healthier communities and pick up some family-friendly summer items at our booth!

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6. **Radio communications** is a mechanism to reach a large audience with consistent branding and informational messages. Although budget restrictions have reduced our radio presence, the division runs ads at peak times during the year such as prior to school start-up, PreK/K recruitment and high school Open House season. Sample ads used this year are below

#1

FV: *At Saskatchewan Rivers Public School Division, our board 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: *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 "SRPSD 119 dot CA". Saskatchewan Rivers Public School Division, excellence for every learner.*

#2

FV: *At Saskatchewan Rivers Public School Division, we believe our focus on literacy is leading to academic success. Graduation rates continue to rise and we provide students and families with the best possible programs and opportunities...we are exceeding standards and achieving excellence!*

RB: *This is Robert Bratvold Director of Education; inviting all grade 8 students and parents to come to our information sessions and see the academic advantages of an education at Carlton, PACI and Wesmor high schools. For open house dates and times, visit "SRSD 119 dot CA". Saskatchewan Rivers Public School Division, excellence for every learner.*

7. Relationships with local media reporters and organizations helps to ensure that **coverage in the local media** continues to be overwhelmingly positive. Monitoring media articles from October 5, 2017 to May 30, 2018 in PA Herald Print and online), paNOW, and the Shellbrook Chronicle revealed articles were 97% positive or neutral towards SRPSD:
- positive 89
 - neutral 15
 - negative 3
8. Commercial website advertising through **paNOW** is also helpful in communicating and branding. Our year round SRPSD message campaign featuring online website messages and a special message campaign during K registration, Grade 8 open houses, Congratulations Grads, Welcome Back. We are not able to track hits on our ads specifically, but paNOW has over 2,000,000 site views per year.
9. Print media is less dominant than it once was but we participate in several special issues of the various print media including the **PA Shopper's** Community Directory and **Prince Albert Daily Herald's** Grad tabloid including a message from Board.
10. In order to enhance our capacity to communicate to all schools, parents and staff uniformly or by selected audiences, administration has investigated and initiated implementation of **School Messenger**. Training has begun and implementation will begin in the fall of 2018.

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ADMINISTRATIVE IMPLICATIONS:

1. Continue to provide a robust communications strategy informing our staff and the public about the excellence that SRPSD offers. In addition to our strong commitment to student achievement and our focus on literacy, we teach morals, characters, and citizenship.
2. Strive to infuse consistent branding messages in most or all communication to internal and external audiences and encourage staff to do the same.
3. Seek further efficiencies and strategies to maximize the communication impact with a significantly reduced budget.

GOVERNANCE IMPLICATIONS:

1. The Board is encouraged to maintain current direction for ensuring communication about the Division is consistently provided to the public.
2. Trustees are encouraged to continue seeking opportunities to communicate with staff, parents, students, and the community through personal interaction and social media communication. Messages should focus on the motto/brand (excellence for every learner), strong academics with a focus on literacy, and the inclusion athletics, morals and character education in our schools.