



# Accountability Report

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## Communications

6/17/2019

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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:

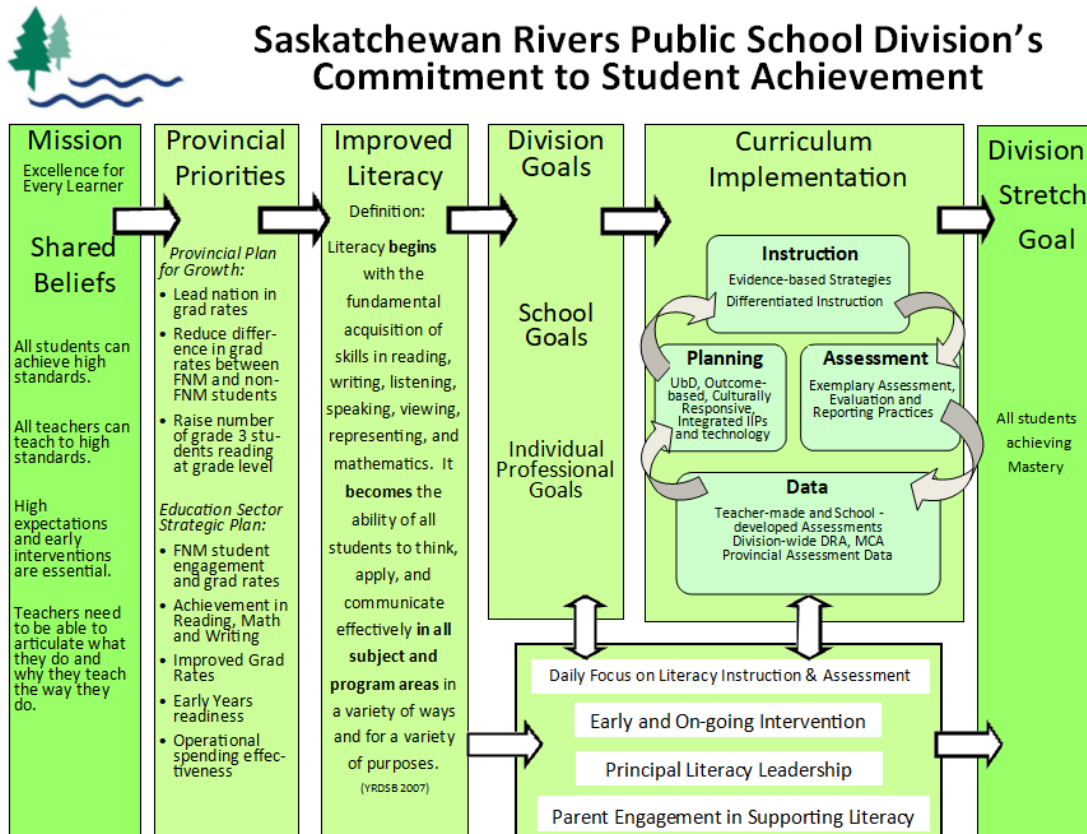
### **PUBLIC ENGAGEMENT AND COMMUNICATIONS**

The Board of Education affirms the importance of public engagement and enhancing 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 and providing local voice. 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. Due to fiscal restraint in the area of governance, there are limited resources for public relations. This requires a shift in approach.

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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 are 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 41,000 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:

The image shows a screenshot of a Facebook page for Wesmor Public High School. On the left is the school's profile information, including the logo (a circular emblem with a leaping jaguar and the text 'WESMOR WILDCATS'), the name 'Wesmor Public High School', and the handle '@wesmorhighschool'. Below this is a navigation menu with options like Home, Reviews, Photos, Videos, Posts, Events, About, and Community, along with a 'Create a Page' button. The main content area displays a post from June 10 at 9:42 PM. The post text reads: 'In need of a grad dress, an escort dress or a suit? We have new items arriving! Check out some of what is available on our event page. Call the school during school hours to set up a time. <https://www.facebook.com/events/298211377540381/?ti=cl>'. Below the text is a photograph of three young women modeling formal dresses: a black lace gown, a bright yellow gown, and a black ruffled gown. Under the photo, the post is dated 'THU, MAR 21' and titled 'Grad & Escort Dresses' by 'Wesmor Public High School · Prince Albert'. It includes a 'Shopping' icon, an 'Interested' button, and 'Like' and 'Comment' interaction options.

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Facebook post from **École Vickers Public School** dated May 3. The post features a photo of Elder Gabrielle Ermine sitting on the floor with two young boys, sharing her knowledge of Indigenous plants. They are surrounded by various colorful plants and materials on the floor.

Like Follow Share ...

**École Vickers Public School**  
May 3 · 🌐

Elder Gabrielle Ermine shared her knowledge of Indigenous plants with Grade 2 Kowaniuk and Grade 4 Deschambault.

Home  
Posts  
Reviews  
Videos  
Photos  
Events  
About  
Community  
Create a Page



Twitter profile for **PACarlington** (@PACarlington). The profile picture is a red circular logo featuring a white horse and rider. The bio states: "The official Twitter feed of Carlton Comprehensive Public High School. Diversity is our strength." Location: Treaty 6 Territory, Prince Albert, SK. Website: carltonhigh.ca. Joined March 2012.

Tweets 14.9K Followers 1,733 Likes 51 Lists 1 Following

**PACarlington** @PACarlington · 30m  
New written announcements: June 12, 2019 - bit.ly/2X5qndE

**PACarlington** @PACarlington · 1h  
Hey, it's the Radio Show for June 12th! Check it out: bit.ly/2lEpm2C

**PACarlington** @PACarlington · 21h  
Congratulations Kat Hay-Fraser on being awarded the Warren Harper Memorial Scholarship!





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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

**Student:** *Today, education is more than just preparing students for their future. It's also supporting us as we face the challenges of today.*

*Saskatchewan Rivers Public School Division provides extensive mental health support and has counselors OR Social Workers in every school. The schools support my well being so I can focus on learning.*

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*RB: This is Robert Bratvold Director of Education; consider the advantages of having SRPSD support the education for your child. We do things differently to enhance your children's learning. Learn more at "SRSD 119 dot CA". Saskatchewan Rivers 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 September to May in Prince Albert Herald (print and online), paNOW, and the Shellbrook Chronicle revealed articles were 89% positive or neutral towards SRPSD:

- positive 91
- neutral 13
- negative 12

Despite an increase in the number of positive articles, 89% represents a reduction of percentage positive articles primarily because of an increase in critical articles in the Shellbrook Chronicle.

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 and our business card size ads on the site are regularly present all year and the banner ads run at feature times.
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 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** and **Safe Arrival**. Although the initial implementation was difficult as a result of some vendor technical problems and some internal resistance, many schools now report a strong reliance on this software suite. The school messenger has more capability than we currently exploit, but broader implementation will await the integration with the new student data system.

## **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.

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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 presence at events, personal interaction, through 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.