



# Accountability Report

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Communications

June 20, 2022

# Accountability Report

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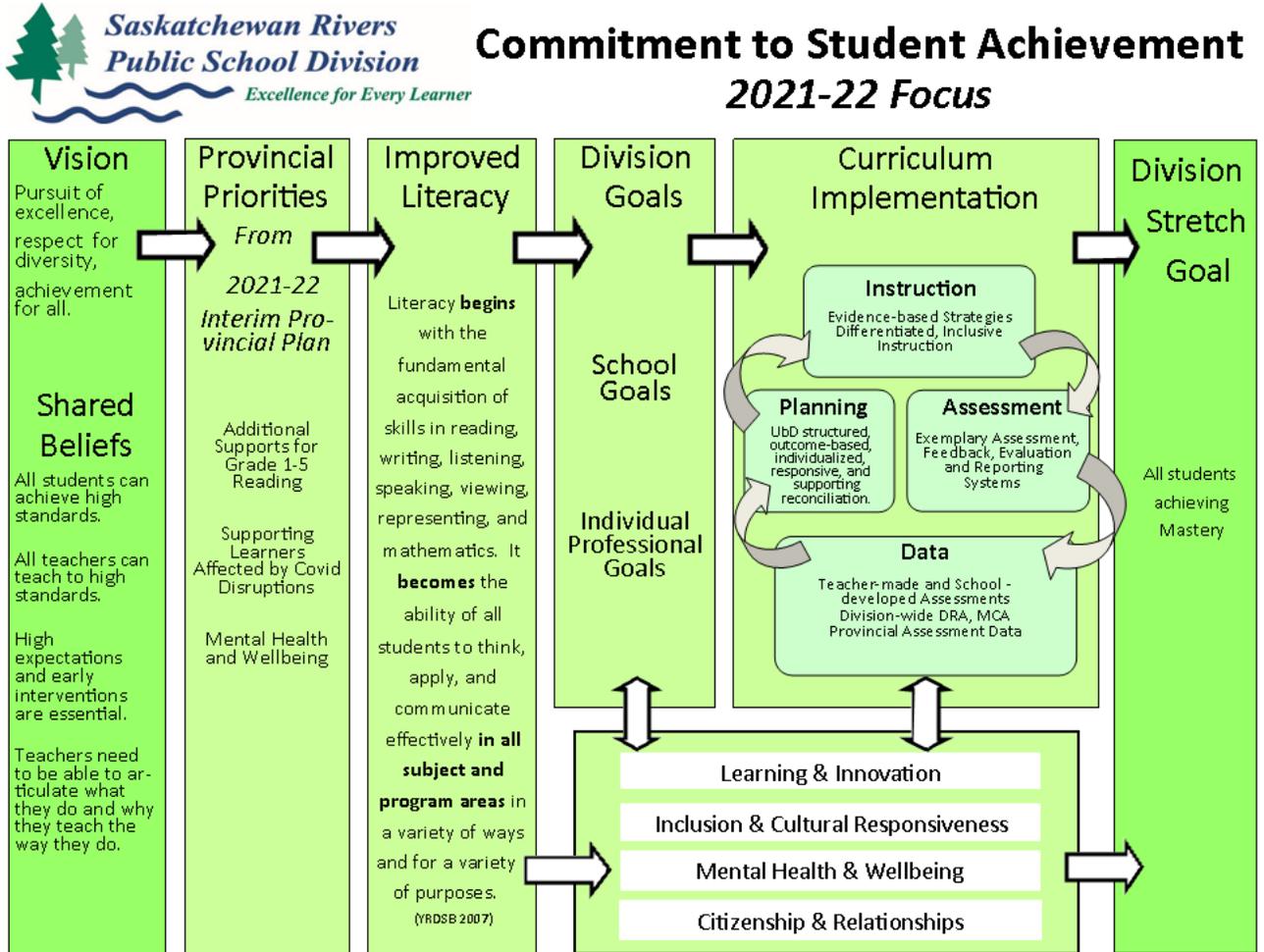
## SOURCE DOCUMENTS:

1. Saskatchewan Rivers Public School Division (SRPSD) Board Policy 1 speaks to Community Engagement and Responsible Governance generally and specifically identifies “relationship with community partners” as important along with an expectation to “communicate regularly” with stakeholders.  
Policy 1 also includes information about the school division logo that informs the branding and communication process:
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 8.8.4 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. The Boards Strategic Plan directs communication efforts in direct ways in the Focus Areas for two of its priority areas:
  - a. Governance and Leadership: Communication, Accountability and Transparency
  - b. Citizenship and Relationships; Engagement – families, SCCs and communities
5. Board Advocacy Plan indicates within its purpose statement that:
  - “The Board and individual trustees represent and promote the best interests of students through their interactions with families, the public, the media, community partners, provincial organizations and with government.”

# Accountability Report

**EVIDENCE:**

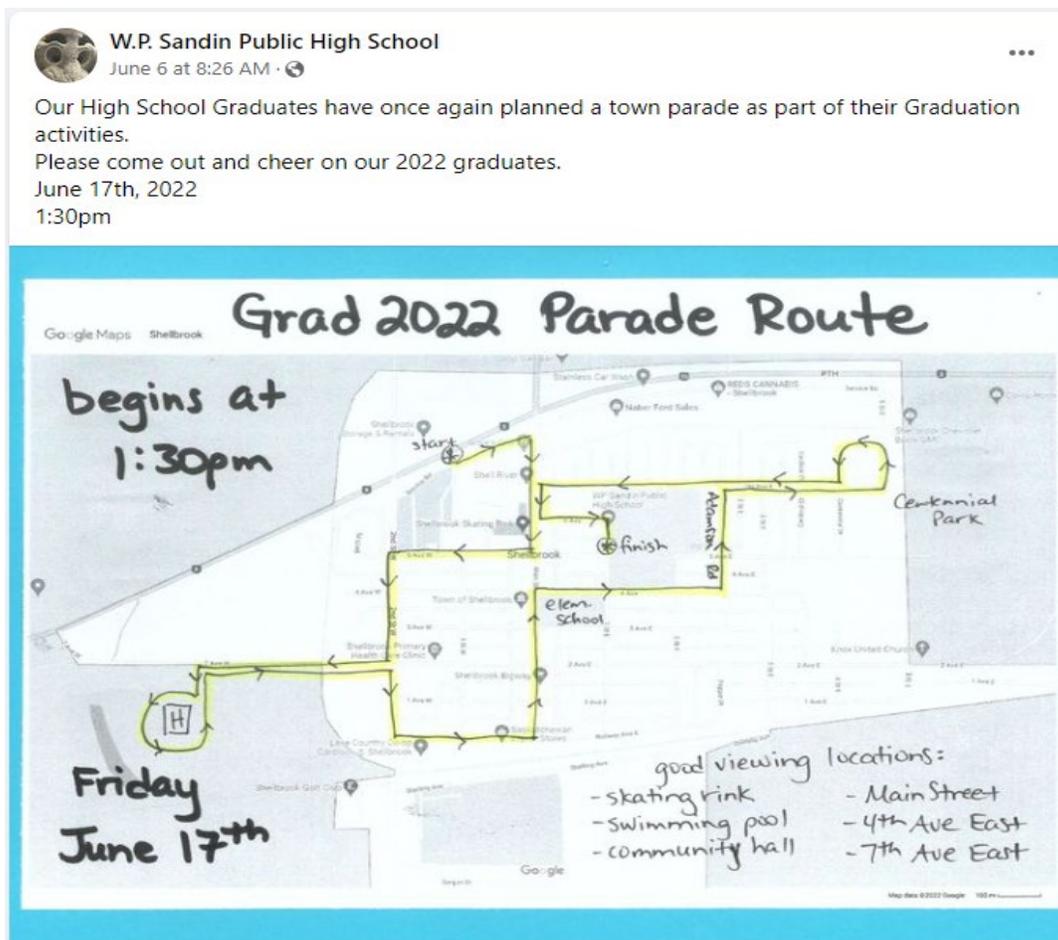
1. An internal communications document, which is sometimes used as part of external communications, is commonly referred to as “**the one pager**”. This document summarizes how various aspects of operations align with the mission of the Board.



2. The Board’s **Strategic Plan**, is a very helpful 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. There has been strong expressed appreciation from staff and from external audiences for the clarity and content of the strategic plan.

# Accountability Report

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. Reports indicate the website is seen as informative and easy to access by staff, but the public use of the website is primarily people seeking job postings, and 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, agendas and minutes from previous meetings that are normally posted the day after they are approved.
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, Facebook, Instagram and Twitter, 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:



# Accountability Report

**Kinistino Public School is at Kinistino School.**  
June 1 at 6:21 PM · Kinistino · 🌐

Mr. Tilford and the grade 10 students braved the wind today to plant a garden as part of their Environmental Science 20 class.



👍❤️ Cody Demerais and 61 others      6 Comments 13 Shares

**Westview Public School**  
June 2 at 11:14 AM · 🌐

Congratulations to our weekly WolfPack Winners! Thank you for being leaders in our school and making our ancestors proud 🐾💙



👍❤️ 13      2 Comments

## Accountability Report

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Social Media has had a growing impact on the Division's communications in the last the school year. Most schools relied heavily on these media platforms to communicate and engage with students, families and the public, especially during periods of classroom or school COVID-based isolations. There are some tensions with the reduced effort to connect with mainstream media because those who rely on mainstream media see less of school activity within it, while schools with active social media presence report an increased level of activity and engagement both with parents and with the broader community.

With some discretionary funds, Precision Marketing has been contracted to provide guidance and action on social media efforts. This has included:

1. Social Media Training Workshops for school social media account managers
2. Establishment of a Division Facebook Page along with regular posts.
3. Creation of a Google Ad-words campaign has increased the reach and directed traffic to School Registration information on our website.

This work with Precision Marketing has been successful in its capacity building intentions and is no longer part of division needs. This contract concluded on May 31, 2022.

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.

<i>STATION</i>	CKBI <input checked="" type="checkbox"/> Beach Radio <input checked="" type="checkbox"/> Power 99 <input checked="" type="checkbox"/>		
<i>CLIENT</i>	SRPSD 119		
<i>TITLE</i>	Congratulations Graduates		
<i>WRITER</i>	Supplied	<i>SALES</i>	Melanie
<i>LENGTH</i>	10 <input type="checkbox"/> 15 <input checked="" type="checkbox"/> 30 <input type="checkbox"/> 60 <input type="checkbox"/>	<i>RUN DATES</i>	
<i>NOTES</i>			

**MUSIC:** (AMBITIOUS)

**CLIENT:** *I'm Robert Bratvold, Director of Education for Saskatchewan Rivers Public School Division. I would like to congratulate our 2022 graduates. Through hard work and determination, all of you have achieved something remarkable. You embody excellence for every learner. Congratulations from everyone at Saskatchewan Rivers Public School Division*

Recently, the division tested an expansion of radio broadcasting with Missinipi Broadcasting. Initial indications suggest it may be helpful to reach many of our families who originate in Northern Saskatchewan or those within the division that appreciate the Cree Language component of their programming. Additional radio ads in English and Cree will air in late summer and early fall 2022.

7. Relationships with local media reporters and organizations helps to ensure that coverage in the local media continues to be overwhelmingly positive. While there have been challenges from parent-driven stories often related to transportation, auditing of media during select

## Accountability Report

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weeks of the school year indicate a strong positive representation in the media towards SRPSD in the PA Herald (print and online), paNOW, and the Shellbrook Chronicle. Although there have been occasions of inaccurate or critical news coverage, there has been an increase in coverage in the Daily Herald for Education and for SRPSD specifically.

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 various community publications with general welcome and information messaging.
10. In order to enhance our capacity to communicate to all schools, parents and staff uniformly or by selected audiences, administration continued the implementation of School Messenger, Edsby and Safe Arrival. There are concerns with the new provincial student software system, MySchoolSask (MSS) as this system does not fully integrate with the established platforms. MSS does replace the school messenger platform effectively, but the Safe Arrival continues to be a challenge.
11. A reallocation of duties for Education Centre staff enabled Lisa Dryka to dedicate more of her time towards communication efforts. Her work to ensure Facebook, splash page and social media channels are more active and the traditional media have more access to the division information has been productive.
12. There was a recognition of the need for some additional communication supports. The Board's decision to fill the of the long-vacant Superintendent position and the Director's allocation of communication and engagement as one of the focus areas of the position is anticipated to bring substantial success in communication.

# Accountability Report

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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 within a modest annual 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 (virtually if required), 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.
3. It is recommended that the Board continue to communicate in person, verbally and in writing to members of the Legislative Assembly and Cabinet to convey the key messages and needs of the division.