

2017 - 2018 Communication Plan Highlights

Greater St. Albert Catholic Schools Board of Trustees has identified communications as a priority to ensure the District is viewed as a leader in the province that fulfills its mission to “awaken the hearts and minds of students while educating and nurturing each to learn, live fully and serve others.” The Communication Plan is a strategic document that aligns with the Board’s Advocacy and Education Plans to make visible the success in our schools and maintains connections with our communities.

The communication plan outlines objectives, challenges, and plans to reach out to priority audiences in a timely and effective manner. Furthermore, the plan highlights that engagement of communities is essential to understanding stakeholder perspectives on how the district can further the success of all students. The plan also details opportunities to highlight the success of the Catholic education, providing school choice, along with new initiatives and projects.

The Board has established communication goals for 2017-2018 that include:

1. District as the first and best source of information.
2. Providing timely and consistent information.
3. Increasing awareness of District programs, success and initiatives.
4. Opportunities for engagement to improve the school experience for all students.

The plan recognizes that interest in education has broad appeal in the communities that are served by the district and that information needs to be shared on a variety of platforms. An integrated communications approach responds to this, by committing to a range of methods that informs and encourages dialogue. Priority audiences for the Board are families with children attending our schools, staff, local parishes, community and educational partners, who assist us in delivering a high quality education.

The plan outlines opportunities for the Board to provide regular updates and information on:

- School performance and student achievement,
- Strategic Priorities and the District Three-year Education Plan,
- Catholic Advocacy,
- Programming and
- Capital Plans (New School Openings in Morinville and St. Albert).

Further to this, the plan highlights opportunities to provide input that would inform Board decisions. This includes establishing new programming and elementary attendance areas in Morinville and events to celebrate the opening of Sister Alphonse Academy in St. Albert in September 2018.

The Communication Plan is continually reviewed and updated to ensure alignment with the Board Advocacy and Education Plans.

