



2016 – 2017 Communication Plan Highlights

Greater St. Albert Catholic Schools Board of Trustees has identified communications as a priority to ensure the Strategic Plan for the district is visible, guides success in our schools, and maintains connections with our communities.

The Communication Plan outlines initiatives and events that assist in reaching out to priority audiences in a timely and effective manner. Furthermore, the plan highlights the engagement of communities to gain an understanding of their perspectives and seeks input to further the success of all students. The plan provides opportunities to highlight the success of Catholic education in developing strong morals and values in all of our students, celebrating every child's God-given gifts and talents with a focus on citizenship and service to others.

The Board and administration have established communication goals that include:

- the District being the first and best source of information on our schools, programs and performance;
- communicating in a consistent and timely manner;
- increased awareness of District programs, success and initiatives;
- engaging our communities to improve the school experience for all students.

The plan recognizes that interest in education has broad appeal in our communities and that information needs to be shared on a variety of platforms. An integrated communications approach responds to this by committing to a variety of methods that informs and encourages dialogue. The 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 Board will 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 infrastructure in Morinville and St. Albert).

To facilitate ongoing dialogue, the Board commits to providing opportunities to engage its communities. This will include an opportunity this year to participate in providing input that would inform Board decisions around programming and attendance areas for new school infrastructure. This is in addition to hosting regular public board meetings, and issuing updates on Board business.

The Communication Plan is updated annually and evaluated based on the relationships achieved as measured by satisfaction and participation levels within our schools.

