

COMMUNICATION PLAN HIGHLIGHTS 2015 - 2016

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 the Catholic education model 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 objectives 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.
- Supporting schools to reach out to their communities.
- Increasing opportunities to engage our communities in improving 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 within our schools, staff, local parishes, Alberta Education, media and our 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,
- District alignment with the Inspiring Education provincial plan,
- Catholic education,
- Programming and
- Capital Plans (New school infrastructure in Morinville and St. Albert).

To facilitate ongoing dialogue, the Board commits to providing opportunities to engage their communities. This includes hosting annual Community Conversations for input on topics of importance to our schools, hosting regular public board meetings, and the continuation of Trustee news updates.

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

