

# GREATER ST. ALBERT CATHOLIC SCHOOLS COMMUNICATION PLAN HIGHLIGHTS – 2019-2020

The Greater St. Albert Catholic Schools Board of Trustees have identified communications as key to ensuring the Strategic and Advocacy Plans for the division are visible in schools and the broader community.

The plan identifies the importance of improving the effectiveness and timeliness of division communications. Furthermore, the plan highlights that engaging communities to understand perspectives and gather input is foundational to furthering the success and well-being of all students and to continuously improve the student experience.

Our Catholic education model focuses on the development of strong moral and ethical values in all of our students, with a focus on citizenship and the importance of being of service to others. This model, pioneered by the Grey Nuns philosophy more than 150 years ago, is still visible and foundational in our schools. The official opening of Sister Alphonse Academy took place last year and St. Kateri Tekakwitha Academy in Morinville is set to open in September of 2020, which furthers the opportunities to access Catholic education in our communities.

## **The Board and administration have established communication goals that include:**

- Division is the first and best source of information.
- Communicate with audiences in a consistent and timely manner.
- Increase awareness of division programs, successes and initiatives.
- Engage communities to improve the school experience for all students.

The plan recognizes the range of audiences that take an interest in education and the uniqueness in the type of information they wish to receive. An integrated communications approach responds to this by committing to a variety of methods that encourage dialogue, including digital, print and face-to-face tools. The priority audiences for the Board are staff, existing families in our schools, those considering joining our schools, the parishes in our community, Alberta Education, and community partners who provide a communication channel to the broader public.

## **The areas identified that the Board will provide regular updates and information on include:**

- School performance and student achievement;
- Division's Education Plans and alignment with provincial regulations and initiatives;
- The importance and impact of Catholic education in our communities;
- School programming changes and updates;
- Capital Plans and Projects.

To facilitate ongoing dialogue, the Board commits to hosting regular opportunities to engage their communities. This includes online and in-person consultations, encouraging attendance at public board meetings, issuing Trustee News updates bi-annually and establishing liaison representation for key committees and organizations.