

Staff Report



November 5, 2024

To Board of Education (Public Meeting)

From Sean Nosek, Superintendent/CEO

Re **Communications Department – Strategic Plan Progress Report**

This report is presented to the Board for information.

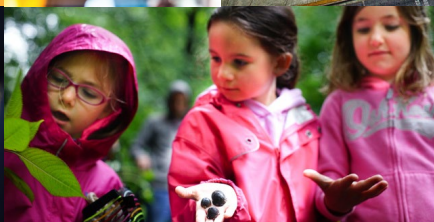
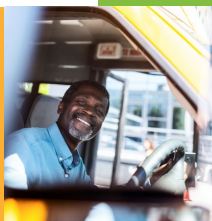
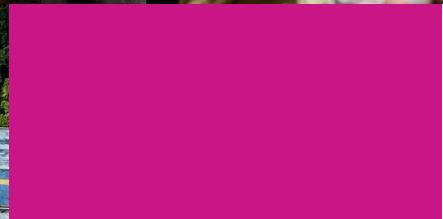
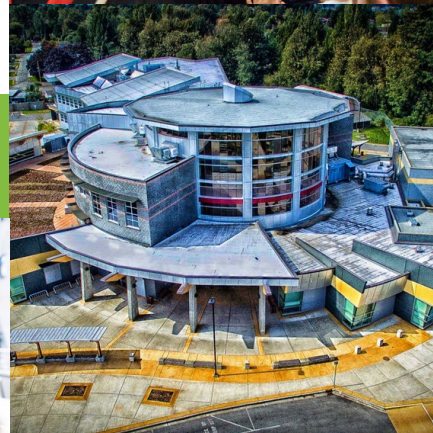
BACKGROUND:

The Abbotsford School District Strategic Plan prioritizes strengthening parent and community engagement, as well as improving employee retention and engagement. Kristi Ferguson, Senior Manager of Communications and Community Relations, will present a brief overview of the department's 2023-24 achievements in relation to these priorities and outline current and future initiatives that support the strategic plan.



Communications Department Strategic Plan Progress Report

Kristi Ferguson
Senior Manager, Communications
& Community Relations
November 5, 2024



Our Department & Strategic Focus

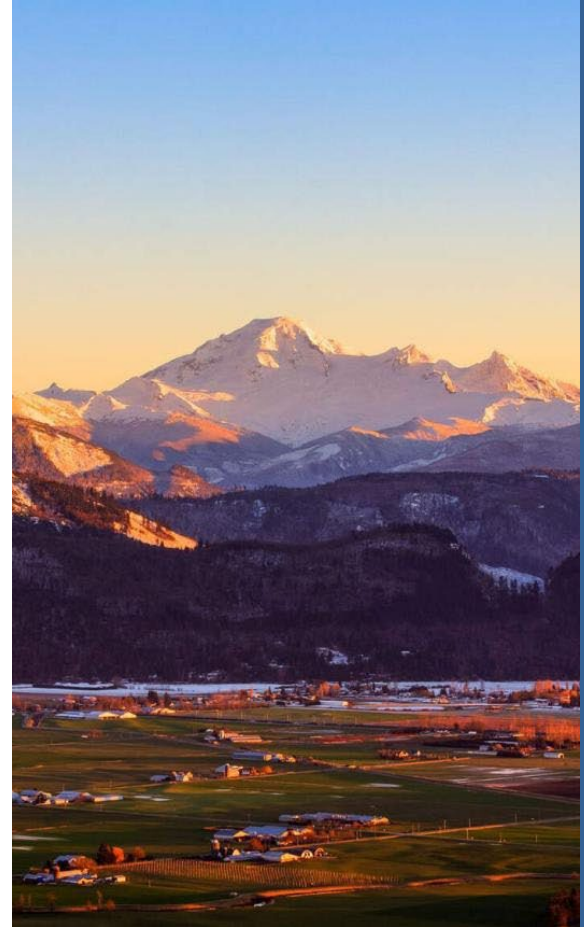


About Our Department

The Communications Department leads internal and external public relations strategies aimed at engaging and informing students, families, employees, and the broader community.

Key responsibilities include:

- District/school websites
- Public engagements
- Media relations
- Issues management
- Social media
- Parent & school communication tools
- Internal communications
- Marketing campaigns
- Brand oversight & management



Strategic Plan Pillar Connected to Our Work...



Student Success

Our students will be engaged, challenged, and prepared for a lifetime of success.



Optimized Resources

We will be creative and responsible in the management of our educational resources.



Engaging Opportunities

We will provide engaging opportunities for every member of our organization to contribute to student success.



Progressive Workforce

We will provide a workplace that fosters creativity, inspires excellence, and challenges everyone to embrace growth.

Looking Back: 2023/24 School Year



OBJECTIVE:

Increase Parent & Community Engagement



ACTIVITIES:

- Continued work on Drupal upgrades for all district / school websites
- Increased utilization of video format for storytelling and highlight of district programs
- Creation of AP 301-2, streamlining program/event distribution to students
- Utilization of the District Engagement Portal, for multi-year strategic plan & budget consultations

Looking Ahead: 2024/25 School Year



Emerging Areas of Need



1. Stakeholder Engagement & Community Building
2. Supporting Internal Employee Engagement & Retention
3. Digital Transformation & Integration of AI
4. Crisis Communications in the Digital Age

Successes So Far



Community Partnerships

Working with partners on executing community projects, such as Abbotsford Retired Teacher's Association's 'What's in a Name?' school naming project. Sharing this not only with our school community, but with the media so the broader community can engage with resources on our websites.

Working to identify our community partners and collaborating on projects to enhance engagement.



Community Engagement

Renewed strategy for obtaining and sharing good news stories, upcoming video series & advertisements to engage the community and showcase our strategic plan in action.

Successes So Far



Storytelling

Good news stories published in local media in September and October.



Creating editorial calendar & engagement with PVPs to continue these stories across local media and our digital networks.

Social Media Strategy

Meeting our audiences where they're at. Revised strategy utilizing our networks to best reach our target audiences where they're at.



Repurposing past videos to provide significant larger reach.

Preparing social format videos to accompany longform videos. Social calendar supporting district programs, DPAC, and more proactive engagement.

Short Form Video



Original Long Form Video

- Created for Admin Day, shared with all staff.
- Posted to YouTube.
- Approximately 490 views in one year.

Social Media Version

- Shared across 4 social media networks, where we have over 25,000 followers.
- Same key messaging. Directing to YouTube for more information.
- At 9,000 views in the first month.

Current Initiatives & Future Plans



- Strengthening our brand internally.
- Development of social media strategy & analytics dashboard.
- Repurposing and creating assets for multipurpose uses.
- Editorial calendar for both online & traditional media proactive good news features.
- Conducting a brand refresh for specific district programs.
- Creating visuals for the 2024-2028 Strategic Plan for the website and posters throughout all schools and district sites.
- Formalizing Community Bulletin/AP 301-2 processes.

Thank you.

Questions?





Objectives progress report

Strategic Plan 2023-24

Reporting dates not set

Report Created On: Oct 29, 2024

Objectives 3.1

Increase parent and community engagement.

Social Media Followers

