

Communications

Communications goals are all about expanding and deepening our connections with people: with students, families, staff and the broader community. By doing this, we strengthen our ability to work together, collaborate and move the goals of other departments along.

Objectives	Key results
<p><u>Objective 1:</u> Improve user experiences through easier access to information and tools</p>	<p>1.1 Refreshing and improving websites with user experience of our target audiences in mind.</p> <p>1.2 Providing more opportunities for parents and community to connect with the District:</p> <ul style="list-style-type: none"> • Exploring options around newsletter tools that can be used by Districts and schools • Exploring SMS, apps and push notification options • Adding Instagram, and • Increasing engagement in established social media sites. <p>1.3 Brand and application: updating templates and phasing out outdated logo and template use.</p> <p>1.4 Complete launch of attendance forms.</p> <p>1.5 Website and communications tool audit.</p> <p>1.6 Increase number of storytelling opportunities that feature work and projects at a school based level.</p>
<p><u>Objective 2:</u> Support ongoing development of the District website and the</p>	<p>2.1 Refresh website with parent as primary target audience, including:</p> <ul style="list-style-type: none"> • Launch DEIA resource hub on website

<p>Staff Portal as key informational hubs</p>	<ul style="list-style-type: none"> • Develop resource library listing for the Wellness Centre, and • Rework copy and organization to easier, more approachable options. <p>2.2 Staff portal development: collaborate with TIS to improve the Staff Portal.</p> <p>2.3 Ongoing updates for key sections (registration, capital projects, parent resources).</p>
<p><u>Objective 3:</u> Support school-based information that’s timely, meaningful, accessible and transparent</p>	<p>3.1 Support more regular updates to school sites, through Comms assistant.</p> <p>3.2 Regular website maintenance.</p> <p>3.3 Standardize tools to make updates easier, including:</p> <ul style="list-style-type: none"> • Provide easy “how to” guides to support staff comfort working with tools • Continue to build out site capacity • Provide more tools on the staff portal to make it easier for schools to update websites.
<p><u>Objective 4:</u> Measure Success</p>	<p>4.1 Track year-over-year qualitative and quantitative engagement:</p> <ul style="list-style-type: none"> • Website page views • Bounce rates, and • Social media followers, views and engagement rates. <p>4.2 Use qualitative feedback where appropriate to measure success and modify strategies, including collection of data from a Communications Survey.</p>