

Communications Plan School District 22 2021-2027



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Communications Plan:

The Why:

The purpose of this communications plan is to provide objectives and action items to enhance and maintain proactive and effective strategic communications within the School District 22.

Our communication plan aims to foster a culture of transparency, collaboration, and engagement within our educational community to support student success.



By establishing clear, accessible communication channels and promoting open dialogue among all stakeholders and rights holders—students, families, guardians, educators, administrators, and community members—we seek to build strong relationships, celebrate diversity, and leverage collective expertise and resources in service of student learning and development.

Through proactive outreach, meaningful engagement, and targeted communication strategies, our plan aims to cultivate a supportive and inclusive environment where all members feel valued, respected, and empowered to contribute to the educational journey of every student. By aligning our communication efforts with our shared values and strategic priorities, we strengthen connections, foster collaboration, and maximize impact in service of our mission to inspire and nurture students to thrive in their learning, relationships, and community.

About this plan:

The plan is collaboratively created by the Superintendent of Schools and the Executive Assistant - Education, both of whom play critical roles in communications. Communication objectives, and tactics to achieve these objectives, have been determined. We review the strategic goals and assess communication needs within each goal. Clear, achievable, and measurable objectives, along with concrete tactics to reach these objectives, are included. In all that we do, we involve school leaders as much as possible assisting and encouraging

communications. No area is left untouched and may include but not be limited to external and internal partners, student, staff, families, community, in classrooms, lobbies, students' handbooks, social media, websites, gyms, emails, videos, and other school district touch points. In addition, the Superintendent, and others, are in regular contact with external partners such as the RCMP, post-secondary institutions, healthcare, community support, and so on. The current *Communications Plan* is reviewed annually, and progress is updated accordingly based on the needs and voice of participating shareholders.

The guiding principle of the School District 22 vision is to become a community where all are respected, and each person is encouraged to develop their potential. Therefore, there is a need to align strategic proactive communication initiatives with School District 22's strategic goals to support the district as it strives to achieve its mission: We inspire and nurture students to thrive in their learning, relationships, and community. This plan provides that link.

Strategic Priorities



The guiding principle of the School District 22 Communication Plan is to continually build on our Strategic Priorities:

- **Student Success**
- **Leadership Excellence**
- **Community Connections**

Student Success

To provide many pathways for all students to pursue and achieve desired outcomes.

Student Success within the communication framework involves ensuring that all students have access to diverse pathways that cater to their unique interests, abilities, and aspirations. This requires fostering a culture of inclusivity and empowerment where students feel supported in exploring and pursuing their passions, regardless of traditional academic expectations or societal norms. Communication plays a crucial role in promoting these pathways by providing students with the information, resources, and encouragement they need to make informed decisions about their educational journey.

Communication efforts highlight the variety of pathways available to students beyond the traditional academic track. This includes promoting vocational training programs, apprenticeships, internships, and other experiential learning opportunities that provide practical skills and hands-on experience relevant to students' career goals. By highlighting the success stories of students who have thrived in non-traditional pathways, communication can help challenge stereotypes and dispel misconceptions about alternative routes to success.

Communication emphasizes the importance of personalized learning experiences tailored to individual student needs and interests. This involves providing students with access to a wide range of elective courses, extracurricular activities, and enrichment programs that allow them to explore their passions and talents in areas such as STEM, the arts, humanities, and beyond. By highlighting the flexibility and adaptability of the educational system to accommodate diverse learning styles and goals, communication can empower students to take ownership of their learning journey and pursue paths that resonate with their unique strengths and aspirations.

Additionally, communication efforts actively engage parents, guardians, and caregivers as partners in supporting student success. This includes providing families with information about available resources, support services, and academic pathways, as well as opportunities for parent-teacher collaboration and dialogue. By fostering open and transparent communication channels between educators and families, schools can ensure that students receive the holistic support they need to thrive academically, socially, and emotionally.



An effective communication strategy for promoting student success is inclusive, empowering, and student-centered, providing students with the guidance, encouragement, and resources they need to explore diverse pathways and achieve their desired outcomes. By highlighting the value of individualized learning experiences, celebrating diverse talents and achievements, and fostering collaboration between stakeholders and rights holders, communication can play a pivotal role in creating a supportive and inclusive educational environment where all students can thrive.

Student Success

1. Close the achievement gap.
2. Enhance early learning experiences.
3. Improve literacy and numeracy.
4. Improve middle grade success and transitions to secondary.
5. Ensure all students have a three-year graduation plan.
6. Support student wellness and improve student voice and choice.
7. Ensure all students graduate with an understanding of Truth and Reconciliation.
8. Increase percentage of post-secondary transitions.
9. Ensure our schools are welcoming places to learn and work.
10. Empower students to support climate action and have a positive impact on the environment.

Leadership Excellence

To empower all staff to contribute to organizational excellence in the service of student success.

Leadership Excellence within the communication framework involves fostering a culture of empowerment, collaboration, and continuous improvement among all staff members to collectively contribute to organizational excellence in serving student success. Effective communication plays a critical role in cultivating such an environment by facilitating transparent communication channels, providing opportunities for professional development and feedback, and recognizing and celebrating the contributions of staff members at all levels.

First and foremost, communication efforts aim to cultivate a shared vision of organizational excellence that emphasizes the collective responsibility of all staff members in supporting student success. This involves clearly articulating the goals, values, and priorities of the organization, as well as fostering a sense of ownership and accountability among staff members for achieving these objectives. By promoting a shared understanding of the organization's mission and strategic direction, communication can help align individual

efforts with broader institutional goals and foster a sense of purpose and commitment among staff members.

Communication provides staff members with the information, resources, and support they need to excel in their roles and contribute effectively to organizational excellence. This includes providing regular updates on relevant policies, procedures, and initiatives, as well as opportunities for professional development, training, and mentorship. By investing in the growth and development of staff members, communication can empower them to continually enhance their skills, knowledge, and capabilities, thereby strengthening the overall capacity of the organization to serve student success.

In addition to providing support and resources, communication creates opportunities for staff members to actively participate in decision-making processes and contribute their ideas, insights, and expertise to organizational improvement efforts. This involves fostering a culture of open dialogue, collaboration, and innovation where staff members feel valued, respected, and empowered to voice their opinions and perspectives. By soliciting feedback from staff members at all levels, communication can help identify areas for improvement, address concerns and challenges, and leverage the collective wisdom and creativity of the entire organization to drive positive change.

Lastly, communication recognizes and celebrates the contributions of staff members who demonstrate excellence in their work and embody the values of the organization. This includes highlighting individual achievements, milestones, and success stories, as well as fostering a culture of appreciation and recognition that acknowledges the efforts and contributions of staff members at all levels. By publicly acknowledging and celebrating the accomplishments of staff members, communication can reinforce positive behaviors and values, inspire others to strive for excellence, and cultivate a sense of pride and camaraderie within the organization.

An effective communication strategy for promoting Leadership Excellence empowers all staff members to contribute to organizational excellence in the service of student success by fostering a culture of empowerment, collaboration, and continuous improvement. By providing support, resources, and recognition, communication helps to cultivate a sense of purpose, engagement, and commitment among staff members, thereby strengthening the capacity of the organization to fulfill its mission and achieve its goals.

Leadership Excellence

1. Embrace effective school board governance.
2. Improve organizational efficiency and effectiveness.
3. Align facilities to support long-term student success.
4. Ensure that technology is accessible, functional, and supports learning.
5. Cultivate positive staff experiences, supporting professional growth and wellness.
6. Maximize transportation efficiencies focusing on learners and environmental impact.
7. Enhance evidence-based decision making.
8. Increase strategic engagement with internal and external partners.

Community Connections

To build strong relationships amongst all community members in the service of student success.

Community Connections within the communication framework involves fostering strong, collaborative relationships among all stakeholders and rights holders—students, families, educators, administrators, local organizations, and other community members—to collectively support student success. Effective communication plays a pivotal role in building and sustaining these connections by facilitating open dialogue, promoting engagement, participation, and development.

Efforts focus on establishing transparent and accessible channels of communication that facilitate meaningful engagement and dialogue between the school and the broader community. This includes leveraging a variety of communication platforms such as newsletters, social media, websites, and community events to share information, updates, and opportunities for involvement. By proactively reaching out to community members and soliciting feedback, input, and ideas, communication can help build trust, foster collaboration, and create a sense of ownership and investment in the educational process.

Communication seeks to actively involve community members in decision-making processes and initiatives that impact student success. This involves creating opportunities for collaboration, partnership, and co-creation with local organizations, businesses, government agencies, and other community stakeholders and rights holders to address shared challenges, leverage resources, and maximize impact. By engaging community members as partners and co-creators in the educational process, communication can help harness the collective wisdom, expertise, and resources of the community to support student learning and development.

In addition to fostering collaboration and partnership, a communication plan also seeks to celebrate and showcase the diverse talents, cultures, and contributions of the community. This includes highlighting community events, initiatives, and success stories that demonstrate the rich tapestry of experiences and perspectives within the community. By promoting a sense of pride, belonging, and connectedness, communication can help strengthen community identity and cohesion, thereby creating a supportive and inclusive environment where all members feel valued, respected, and empowered to contribute to student success.

Our communication plan promotes opportunities for community members to become actively involved in supporting student learning and development both inside and outside the classroom. This includes volunteering, mentoring, providing internships or job shadowing opportunities, serving on advisory boards or committees, and participating in school events and activities.

By fostering a culture of community engagement and involvement, communication can help expand the network of support available to students and create a seamless continuum of care and support that extends beyond the walls of the school.

Promoting community connections aims to build strong, collaborative relationships among all community members in the service of student success by fostering open dialogue, promoting engagement and participation, leveraging community resources and expertise, celebrating diversity and inclusion, and actively involving community members in supporting student learning and development.

By harnessing the collective power and potential of the community, communication helps create a thriving ecosystem of support that empowers students to succeed academically, socially, and emotionally.

Our communication plan strives to continually build relationships with our Indigenous communities and people, prioritizing respectful engagement, cultural sensitivity, and mutual trust. It involves active listening and genuine consultation to understand the unique perspectives and needs of Indigenous communities. This plan recognizes the importance of traditional knowledge and practices, ensuring that communications are inclusive and culturally appropriate. It continually reaffirms our commitment to transparency and accountability, providing regular updates and feedback to Indigenous rights holders and partners, and ensuring their voices are heard and valued in decision-making processes.



Our increased focus on advertising has significantly strengthened our community connections in several ways. We were able to spotlight community events, school highlights, and increase community involvement. This targeted approach has brought greater awareness to SD22 which encourages more participation and engagement from the community.

Advertising Expenditures to date:

(*averaging \$77k for previous three years, budgeting \$60k going forward in 2024/2025)

2022	\$ 62,204.91
2023	\$118,773.66
2024	\$ 51,661.09

Our advertising campaigns highlight shared values and common goals, which helps to build a community identity. By using various media channels, we've managed to reach diverse demographic groups, ensuring that our messages resonate widely and inclusively. This inclusivity helps bridge gaps between different community segments, creating a more cohesive and supportive environment.

Our community connection is easily accessible to all. Using multiple advertising avenues such as Facebook, Instagram, Twitter, print media, and radio offers several key benefits including:

- Wider Reach
- Enhanced Engagement
- Targeted Messaging
- Increased Visibility
- Diverse Content Formats
- Community Trust and Credibility
- Flexibility and Adaptability

Overall, a multi-channel advertising strategy ensures comprehensive coverage, robust community engagement, and effective communication of who we are as a district, ultimately strengthening our community connections.

Community Connections

1. Commit to the Truth and Reconciliation Calls to Action.
2. Fulfill our public responsibility to Indigenous communities: First Nation, Metis, Inuit.
3. Commit to the BC Human Rights Code – an environment free of racism, biases, and all forms of discrimination.
4. Increase collaboration between community, regional, provincial, national, and global partners.

The How:

Transparency and Trust: This communication plan ensures transparency by keeping all stakeholders and rights holders informed about important decisions, policies, and initiatives. This transparency builds trust among parents, students, staff, and the community, fostering a positive relationship between the school district and its constituents.

Effective Collaboration: Our communication plan provides a framework for effective collaboration among all stakeholders and rights holders, including teachers, administrators, parents, students, and community members. Clear communication channels facilitate collaboration on important issues such as curriculum development, student support services, and school improvement initiatives.

Student Success: Effective communication plays a vital role in supporting student success. A communication plan ensures that parents are informed about their child's progress, upcoming events, and opportunities for involvement, which can enhance student engagement and motivation. Additionally, clear communication about academic expectations and resources can help students succeed academically.

Crisis Management: In the event of a crisis or an emergency, a communication plan provides protocols and procedures for disseminating timely and accurate information to all stakeholders and rights holders. This ensures that parents, students, and staff are well-informed and prepared to respond appropriately, minimizing confusion and panic. SD22 Emergency Procedures Flip charts are readily available in all schools throughout the district.

Community Engagement: A communication plan helps school districts engage with the broader community, including local businesses, civic organizations, and government agencies. By sharing information about school events, achievements, and initiatives, school districts can foster positive relationships with community partners and garner support for educational programs and initiatives.

Promoting Equity and Inclusion: A communication plan ensures that information is accessible to all members of the school community, regardless of language, ability, or background. By providing translated materials, accommodating diverse communication preferences, and actively reaching out to underrepresented groups, school districts can promote equity and inclusion in their communication practices.

Strategic Planning and Decision Making: A communication plan supports strategic planning and decision-making processes within the school district. By soliciting feedback from stakeholders and rights holders, communicating priorities and goals, and evaluating the effectiveness of communication efforts, school districts can make informed decisions that align with the needs and values of the community.

Overall, a communication plan is essential for promoting transparency, collaboration, student success, crisis management, community engagement, equity, and strategic planning within a school district. By establishing clear communication channels and protocols, school districts can build trust, foster positive relationships, and create a supportive environment where all members of the school community can thrive.



The Who:

Equity: Ensuring equity in communication involves recognizing and addressing systemic barriers that may prevent certain groups from accessing information. This includes providing communication materials in multiple languages, ensuring accessibility for individuals with disabilities, and actively seeking feedback from underrepresented communities to ensure their voices are heard.

Indigenous Education: Communication around Indigenous education prioritizes cultural sensitivity and respect for Indigenous perspectives and knowledge systems. This involves collaborating with local Indigenous communities to accurately represent their histories, cultures, and languages in communication materials. Developing partnerships with Indigenous leaders and organizations can help ensure that communication efforts align with the needs and priorities of Indigenous students and their communities. Additionally, providing professional development opportunities for staff on Indigenous cultural competency can foster a more inclusive and supportive learning environment.

Inclusion: Inclusive communication aims to create a sense of belonging for all members of the school community, regardless of background or identity. This involves using inclusive language and imagery in communication materials, actively promoting diversity and representation in school events, and fostering open dialogue around issues of identity and inclusion. Implementing regular diversity and inclusion training for staff and students can help promote understanding and empathy across diverse perspectives. Additionally, establishing affinity groups or support networks for marginalized communities can provide a space for individuals to connect and advocate for their needs within the school community.

2SLGBTQIA+: Communication around 2SLGBTQIA+ issues are affirming and supportive of all students, regardless of sexual orientation or gender identity. This involves incorporating inclusive language and resources into communication materials, promoting visibility and representation in school programming, and implementing policies that protect and support all 2SLGBTQIA+ students from discrimination and harassment. Providing access to 2SLGBTQIA+ inclusive curriculum and support services can help create a more inclusive and welcoming school environment for 2SLGBTQIA+ students and their allies. Engaging with 2SLGBTQIA+ advocacy organizations and community leaders can also provide valuable insights and resources for promoting 2SLGBTQIA+ inclusion in educational settings.

Marginalized Populations: Communication efforts targeting marginalized populations are sensitive to the unique challenges and barriers they may face in accessing information and resources. This includes actively reaching out to marginalized communities through culturally relevant communication channels, such as community centers, community groups, religious institutions, and local media outlets. Building trust and rapport with marginalized populations through authentic engagement and collaboration can help ensure that communication efforts are respectful and responsive to their needs. Additionally, providing targeted support services and resources for marginalized students and families can help address disparities and promote equity within the school community.



The Plan: (to revisit/revise)

Superintendent Reports and Board of Education meeting.

August: Establish communication channels and protocols, including email newsletters, social media accounts, and a website update schedule. Develop a content calendar for the year, focusing on key events such as enrollment periods, parent-teacher conferences, and academic milestones.

- Back to School/Safe Driving

September: Launch a social media campaign to promote upcoming events and initiatives. Begin regular updates on the website, including blog posts highlighting student achievements, faculty spotlights, and educational resources for parents.

- First Day of School
- International Literacy Day
- National Day of Encouragement
- Terry Fox Run
- International Day of Peace
- Car Free Day
- National good Neighbour Day
- Orange Shirt Day/Truth and Reconciliation
- Accessibility Survey

October: Conduct a survey to gather feedback from parents, students, and staff on communication effectiveness and preferences. Use insights to refine communication strategies and content moving forward.

- Foster Family Month
- National Principals Month
- LGBTQ+ History Month
- Library Month
- National Taco Day
- World Smile Day
- World Teacher's Day
- Fire Safety Week
- World Mental Health Day
- International Day of the Girl
- National Coming Out Day
- Thanksgiving Day
- National Dessert Day
- Secret Path Week
- ShakeOut BC
- Spirit Day
- School Conferences – Early Dismissal
- Halloween

November: Host a virtual town hall meeting to address any concerns or questions from the community. Highlight ongoing projects and initiatives and solicit input for future improvements.

- Daylight Savings Ends
- International Inuit Day
- Indigenous Veterans Day
- International Inuit Day
- Indigenous Veterans Day
- Remembrance Day
- Diwali
- National Kindness Day
- Anti-Bullying Week
- Metis Awareness Week
- International Day for Tolerance
- World Philosophy Day
- National Child Day
- Transgender Day of Remembrance
- International Day for the Elimination of Violence Against Women
- Giving Tuesday

December: Review the crisis communication plan in preparation for any potential emergencies or disruptions. Ensuring all staff members are trained on protocols for communicating with stakeholders and rights holders during crises.

- CARE Summit
- International Day for Persons with Disabilities
- Human Rights Day
- Last Day of School Before Winter Break

January: Launch a mid-winter outreach campaign to stay connected with families. Share support resources for support, learning, and to provide updates on any upcoming changes for the next academic year.

- First Day Back to School
- Black Shirt Day
- Martin Luther King Jr. Day
- National Popcorn Day
- Chinese New Year
- International Day for Education
- National Compliment Day
- National Opposite Day
- International Holocaust Day
- Family Literacy Day
- National Backward Day
- Hot Chocolate Day

February: Review communication metrics from the past months to assess effectiveness and identify areas for improvement. Adjust strategies as needed based on feedback and data analysis.

- Black History Month
- Indigenous Storytelling month
- RCMP Appreciation Day
- Groundhog Day
- World Wetlands Day
- National Ice Cream for Breakfast Day
- Global School Play Day
- World Read Aloud Day
- National Pizza Day
- Valentine's Day
- Random Act of Kindness Day
- Louis Riel Day - BC
- Family Day
- World Day of Social Justice
- Pink Shirt Day

March: Prepare for the new school year by updating communication materials and schedules. Launch an after-spring break campaign to inform families about important dates, policies, and resources for the last three months of school.

- National Grammar Day
- International Women's Day
- Daylight Savings
- Pi Day
- Last Day of School before Spring Break
- St. Patrick's Day
- Red Nose Day
- National Let's Laugh Day
- First Day of Spring
- International Day for the Elimination of Racial Discrimination
- International Mother Language Day
- World Down Syndrome Day
- World Poetry Day
- World Water Day
- Earth Hour (8:30pm-9:30)
- Good Friday
- National Indigenous Language Day
- Easter Sunday
- International Transgender Day of Visibility

April: Implement regular updates on the website and social media platforms to keep stakeholders and rights holders informed about ongoing events, initiatives, and opportunities for involvement.

- April Fool's Day
- National Fun Day
- World Autism Awareness Day
- First day of school after spring break
- Find a Rainbow Day
- National Teacher Appreciation Day
- National Pajama Day
- International Day of Silence
- Earth Day
- Conferences – early dismissal
- Administrative Professionals Day
- National Day of Mourning

May: Celebrate National School Safety Month by sharing resources and tips for promoting a safe and inclusive learning environment. Highlight efforts to prioritize student well-being and address any safety concerns.

- National Principal's Day
- District Project Showcase
- Red Dress Day
- Teacher Appreciation Day
- National Child Care Day
- Mother's Day
- ProD – no school in session
- Moose Hide Campaign
- International Day Against Homophobia, Biphobia, and Transphobia
- Victoria Day - no school in session
- World Day for Cultural Diversity for Dialogue and Development
- National Scavenger Hunt Day
- National Accessibility Week
- Climate Action Summit
- Red Shirt Day
- Indigenous GRAD

June: Express gratitude to the school community through communication at graduations/year-end, and letters of thanks. Share stories of appreciation for students, teachers, staff, and parents who contribute to the success of the school.

- National Indigenous History Month
- Pride Month
- Global Parent Day
- International Children's Day
- International Day for Protection of Children
- District Track and Field
- Higher Education Day
- National Doughnut Day
- Secondary Graduations – Bloom, Kal, VSS, Seaton, ALP and vLearn
- World Oceans Day
- Father's Day
- First Day of Summer
- National Indigenous People's Day
- Last Day of School
- Administrative Day

July: Reflect on communication achievements and challenges from the past year. Develop goals and strategies for enhancing communication in the upcoming year, incorporating feedback and lessons learned.

Various communication strategies have been initiated and developed in the past. These will vary according to needs. To date, successful strategies are:

- Monthly Superintendent Reports
- Ministry of Education and Child Care updates
- BCPSEA/BCSSA/BCSTA releases
- Social media – Facebook/Instagram/X
- Emails
- Posters
- Print Media ads
- Welcome Vernon
- Radio Media Releases
- Videos Graduation/International/Indigenous Education
- App – Lillio – Early Learning
- Rebranding with new logo and launch of a new website – January 2024
- Communication Hub – ecommerce payments
- Wellness initiative
- 22 Reasons campaign
- Climate Action Forum – 2022 - 2024
- Student Trustees – 2023 -2025
- FESL – Framework for Enhancing Student Learning – 2021/22/23/24
- LEA – Local Education Agreement – 2022 - 2025
- SD22 k^wu c^kwu^lx Enhancement Agreement, 2023-2028



In Summary

It is critical the communication areas of focus involve identifying key areas where effective communication can have a significant impact on student learning, engagement, and success. This will be done by continually reviewing the needs of:

Academic Updates and Resources: Providing timely updates and resources related to academic programs, curriculum changes, course offerings, and educational standards ensures that students, parents, and educators are well-informed about academic expectations and opportunities for learning.

Inclusion: Communicating information about support services such as counseling, tutoring, special education, and extracurricular activities helps students access the resources they need to thrive academically, socially, and emotionally.

Parent and Family Engagement: Engaging parents and families in their child's education through regular communication about school events, parent-teacher conferences, volunteer opportunities, and ways to support learning at home strengthens the home-school partnership and promotes student success.

School Policies and Procedures: Communicating clear and concise information about school policies, procedures, rules, and expectations helps ensure a safe, supportive, and orderly learning environment for all students and staff members.

Safety and Emergency Preparedness: Providing information about safety protocols, emergency procedures, and crisis management plans helps students, parents, and staff members feel prepared and empowered to respond effectively in emergency situations.

Diversity, Equity, and Inclusion: Communicating about efforts to promote diversity, equity, and inclusion within the school community—including initiatives to address bias, discrimination, and inequity—fosters a culture of belonging where all students feel valued, respected, and supported.

Technology Integration and Digital Citizenship: Communicating about the use of technology in education, digital literacy skills, online safety, and responsible digital citizenship empowers students to navigate the digital world effectively and responsibly.

Community Partnerships and Resources: Sharing information about community partnerships, resources, and opportunities for collaboration with local businesses, organizations, and government agencies enriches the educational experience and expands opportunities for student learning and engagement.

Celebrating Achievements and Successes: Recognizing and celebrating student achievements, milestones, and successes—both academic and non-academic—boosts morale, fosters a positive school climate, and reinforces a culture of excellence and achievement.

Feedback and Surveys: Soliciting feedback from students, parents, and staff members through surveys, focus groups, and other feedback mechanisms helps identify areas for improvement, address concerns, and ensure that communication efforts are responsive to the needs and preferences of the school community. Also, the Accessibility Survey was a required component from BC Accessibility Act.

By focusing on these key content areas, we can develop comprehensive communication strategies that support student success, foster positive relationships, and create a culture of communication and collaboration within the school community.

