

Annual Communications Plan

2021/2022 School Year

Purpose:

The purpose of this communications plan is to provide objectives and action items to enhance proactive and effective strategic communications within the North Vancouver School District (NVSD) to support the NVSD's efforts in realizing its vision by achieving its goals and living its values. This plan serves as a guide for internal and external communications regarding communication initiatives for stakeholders including staff, students, parents/guardians and the broader community.

Need/Opportunity:

The NVSD is committed to continual improvement to realize our vision, achieve our strategic goals and uphold our values. Communication plays an integral role in moving towards success in these areas.

One guiding principle of the NVSD vision is: *We build trust, respect and mutual understanding through open, proactive communications that convey the achievements and challenges of the school district.* Therefore, there is a need to align strategic proactive communication initiatives with the NVSD's new strategic goals to support the district as it strives to achieve its vision: *We provide world-class instruction and a rich diversity of engaging programs to inspire success for every student and bring communities together to learn, share and grow.*

This plan provides that link.

About this plan:

The NVSD's Communications Manager drafted this plan with the support and guidance of the Communications Committee. Communication objectives, and tactics to achieve these objectives, have been determined. Each year, the Communications Committee looks at the NVSD's strategic goals and assesses communication needs within each goal. Clear, achievable and measurable objectives, along with concrete tactics to reach these objectives, are included. The current Communications Plan is reviewed annually and progress is presented to the North Vancouver Board of Education, along with the Communications Plan for the next school year. Plans are posted on the NVSD's website.

Communications Objectives and Tactics:

Strategic Goal: **Student-Centred Education**

Provide equity-based education that supports the learning needs of all students.

Communication Objectives:

- Recognize initiatives and opportunities inside and outside the classroom that support the learning needs of all students.
 - **Tactic.** Collaborate with schools, programs, students and staff and reach out to media and educational partners to create and repurpose content around student-centred education, including 15-20 blog posts/media releases/news articles; social media posts; Superintendent's Report updates; Community Report features.
- Celebrate teaching and learning.
 - **Tactic.** Create a 5- to 7-minute video that highlights how educators are teaching to the diversity of students and supporting students' varied abilities, goals, priorities and definitions of success.
 - **Tactic.** Create an annual year-in-review infographic that highlights key metrics in this goal area.
- Support staff with their professional learning.
 - **Tactic.** Provide staff with timely and regular communications on professional learning opportunities that empower them to meet students' diverse learning needs. Work with educational partners and providers to include their professional learning opportunities in this process.

Strategic Goal: **Innovative Instruction**

Enhance innovative and effective approaches and curriculum to develop educated citizens.

Communication Objectives:

- Recognize initiatives and opportunities inside and outside the classroom that develop educated citizens.
 - **Tactic.** Collaborate with schools, programs, students and staff and reach out to media and educational partners to create and repurpose content around innovative and effective approaches and curriculum to support students' learning, including 15-20 blog posts/media releases/news articles; social media posts; Superintendent's Report updates; Community Report features.
- Celebrate innovative teaching and learning.

- **Tactic.** Create a 5- to 7-minute video that highlights how educators are using innovative instructional practices to develop educated citizens and lifelong learners.
- **Tactic.** Create an annual year-in-review infographic that highlights key metrics in this goal area.
- Support staff with their professional learning.
 - **Tactic.** Provide staff with timely and regular communications on professional learning opportunities that empower them to use proven, innovative and adaptable teaching strategies; prepare students to safely and responsibly engage in a digital world and incorporate Indigenous ways of knowing. Work with educational partners and providers to include their professional learning opportunities in this process.
 - **Tactic.** Update *Policy 609: Information and Communications Systems and Resources* and *Policy 611: Privacy*, along with corresponding Administrative Procedures, protocols and resources. By providing education around the use of online tools in the classroom and a more structured process for using these tools in the classroom, supported by robust privacy protocols, staff and students can effectively and comfortably use technology in their teaching and learning.
 - **Tactic.** Provide staff with ongoing training and resources on updated privacy policies, procedures and processes.

Strategic Goal: Welcoming and Inclusive Culture

Enhance our welcoming, safe, and inclusive culture and learning environment.

Communication Objectives:

- Recognize initiatives and opportunities inside and outside the classroom that enhance the NVSD's welcoming, safe, and inclusive culture and learning environment.
 - **Tactic.** Collaborate with schools, programs, students and staff and reach out to media and educational partners to create and repurpose content around the NVSD's welcoming and inclusive culture, including 15-20 blog posts/media releases/news articles; social media posts; Superintendent's Report updates; Community Report features.
 - **Tactic.** Produce a video for the International Education Department to introduce prospective students to the NVSD.
 - **Tactic.** Include closed captioning in district-level produced videos.
- Celebrate the diversity of the NVSD community.
 - **Tactic.** Implement a new annual calendar of significant dates/events and work with programs and schools to highlight the diversity of cultures and lived experiences within the school district community.
 - **Tactic.** Update images and digital assets to reflect the school district community.

- Celebrate teaching and learning.
 - **Tactic.** Create a 5- to 7-minute video that highlights how educators are creating space in the classrooms for open dialogue and facilitating welcoming and inclusive learning environments.
 - **Tactic.** Create an annual year-in-review infographic that highlights key metrics in this goal area.
- Support staff with their professional learning.
 - **Tactic.** Provide staff with timely and regular communications on professional learning opportunities that empower them to enable safe, welcoming and inclusive learning environments. Work with educational partners and providers to include their professional learning opportunities in this process.
 - **Tactic.** Support the Inclusive Education Department to update and finalize its resource-based Inclusive Education website.
 - **Tactic.** Update the NVSD website(s) and staff portal to include resources that facilitate teaching and learning about diverse cultures, skills and lived experiences.

Strategic Goal: **Mental Health and Well-being**

Promote mental health and well-being through social-emotional learning and trauma-informed practices.

Communication Objectives:

- Recognize initiatives and opportunities inside and outside the classroom that support mental health and well-being.
 - **Tactic.** Collaborate with schools, programs, students and staff and reach out to media and educational partners to create and repurpose content around social-emotional learning, trauma-informed practices, mental health and resilience, including 15-20 blog posts/media releases/news articles; social media posts; Superintendent's Report updates; Community Report features.
- Celebrate teaching and learning.
 - **Tactic.** Create a 5- to 7-minute video that highlights how educators are teaching skills to support mental health, physical well-being and student success.
 - **Tactic.** Create an annual year-in-review infographic that highlights key metrics in this goal area.
- Support staff with their professional learning.
 - **Tactic.** Provide staff with timely and regular communications on professional learning opportunities on social-emotional learning and trauma-informed practices. Work with educational partners and providers to include their professional learning opportunities in this process.

Strategic Goal: **Truth, Healing and Reconciliation**

Champion truth, healing, and reconciliation, and embed Indigenous ways of knowing.

Communication Objectives:

- Recognize initiatives and opportunities inside and outside the classroom that champion truth, healing and reconciliation, embed Indigenous ways of knowing, and celebrate the success of Indigenous students and communities.
 - **Tactic.** Collaborate with schools, programs, students and staff and reach out to media and educational partners to create and repurpose content around truth, healing and reconciliation, including 15-20 blog posts/media releases/news articles; social media posts; Superintendent's Report updates; Community Report features.
 - **Tactic.** Use existing communication and social media channels to share the Indigenous Education biweekly flyer with school district staff, parents/guardians and community partners.
- Celebrate teaching and learning.
 - **Tactic.** Create a 5- to 7-minute video that highlights how educators are including Indigenous worldviews, ways of knowing and protocols in teaching and learning.
 - **Tactic.** Create an annual year-in-review infographic that highlights key metrics in this goal area.
- Support staff with their professional learning.
 - **Tactic.** Collaborate with the Indigenous Education Department to create a new Indigenous Education resource-based website.
 - **Tactic.** Provide staff with timely and regular communications on professional learning opportunities that empower them to teach the full, authentic history of Canada's treatment of Indigenous peoples. Work with the Indigenous Education Department and educational partners and providers to include their professional learning opportunities in this process.
 - **Tactic.** Create an annual year-in-review infographic that highlights key metrics in this goal area.

Strategic Goal: **Environmental Stewardship**

Lead on sustainable practices and nature-based learning to address environmental challenges.

Communication Objectives:

- Recognize initiatives and opportunities inside and outside the classroom that support sustainable practices and nature-based learning.
 - **Tactic.** Collaborate with schools, programs, students and staff and reach out to media and educational partners to create and repurpose content around

environmental stewardship, including 15-20 blog posts/media releases/news articles; social media posts; Superintendent's Report updates; Community Report features.

- Celebrate teaching and learning.
 - **Tactic.** Create a 5- to 7-minute video that highlights how educators are providing students with nature-based learning and climate action education and bringing an environmental lens to teaching practices.
 - **Tactic.** Create an annual year-in-review infographic that highlights key metrics in this goal area.
- Support staff with their professional learning.
 - **Tactic.** Provide staff with timely and regular communications on professional learning opportunities on nature-based learning and that empower them to apply an environmental lens to teaching practices. Work with educational partners and providers to include their professional learning opportunities in this process.
- Celebrate building and organizational infrastructure that reflect the values of environmental stewardship.
 - **Tactic.** Produce a video that highlights how the new Handsworth Secondary School connects the building with its natural surroundings and is sustainable in its operations.
 - **Tactic.** Produce a video that highlights the NVSD's investment in school buildings that are safe, accessible and sustainable in their operations.
- Support environmental initiatives that champion sustainability.
 - **Tactic.** Work with municipalities and community partners to support *Active and Safe Routes to School* through updates to the NVSD website section "Walk/Roll to School" and embedding walk/roll messaging into the annual communications planning and schedule.