



# Annual Communications Plan

## 2018/2019 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) in order to support NVSD's efforts towards realizing its vision, goals and values. This plan serves as a guide for internal and external communications regarding communication initiatives for staff, students, parents/guardians and the broader community.

### Need/Opportunity:

NVSD is committed to continual improvements in order 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 tenet 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.* There is a need to embed strategic proactive communication initiatives into the strategic goals of NVSD. This plan provides that link.

### About this plan:

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

### Communications Objectives and Tactics:

#### Strategic Goal #1: **Expand**

**Expand the availability of best instructional practices and enriched curriculum.**

#### Communications objectives:

- Celebrate professional learning.
  - **Tactic:** Work with schools and staff to generate blog posts, social media sharing, website news articles and staff newsletter items highlighting professional learning and

collaboration time; local media outreach highlighting professional learning; include an item on professional learning in the 2019 Community Report. Share with parents via email about the importance of staff professional learning (including professional learning days and collaboration days).

- **Progress:** Progress has been made. Professional learning was shared a lot on social media. There were eight blog posts related to professional learning throughout the school year. There was a feature item in the Community Report. There were two items in the staff newsletter related to professional learning. There is room to communicate more often about the importance of professional learning.
- Consolidate communication about professional learning opportunities for staff.
  - **Tactic:** Inform staff about the new professional learning opportunities section in the internal staff web Portal.
  - **Progress:** Achieved.
  - **Tactic:** Share professional learning opportunities with staff via new departmental updates that will be emailed to all staff.
  - **Progress:** Achieved. A new Friday email with all professional learning opportunities was established to streamline this information for staff even further.
- Improve accessibility of technology training for staff.
  - **Tactic:** Create a technology training schedule for the year so that staff know in advance when training sessions are and can pre-plan to attend. Offer technology training in each FOS, making it easier for staff to get to. Offer the training right after school, allowing staff to integrate the training into their workday.
  - **Progress:** The plan was implemented for the first half of the school year, but attendance was low. Training was then adapted to the training that staff were requesting most and the technology training information was included in the Friday email to staff, which has been successful.
- Celebrate initiatives taking place in classrooms related to new curriculum, assessment, technology, learning in nature, sustainability, Indigenous education, supporting diverse learners, mental health, and student career development.
  - **Tactic:** Work with schools and staff to generate blog posts, social media sharing, website news articles, staff newsletter items, parent emails, media outreach, and 2019 Community Report articles highlighting new curriculum, assessment, technology, learning in nature, sustainability, Indigenous education, supporting diverse learners, mental health, and student career development.
  - **Progress:** There were 140 blog posts and 172 news website posts throughout the school year. The topics of these were:

### Blog posts 2018-19 school year

<b>Total</b>	<b>140</b>
Professional learning	8
Active routes to school	5

Indigenous education	46
Inclusive education	3
Sustainability	14
Social Emotional Learning / Mental health	4
Careers	1
Curriculum	11
Technology in the classroom	3
<b>Website news posts 2018-19 school year</b>	
<b>Total</b>	<b>172</b>
Professional learning	0
Active routes to school	1
Indigenous education	15
Inclusive education	0
Sustainability	12
Social Emotional Learning / Mental health	5
Careers	2
Curriculum	6
Technology in the classroom	5

Some topics received a lot of coverage, such as Indigenous education and sustainability, whereas others did not, such as careers, diverse learners and technology in the classroom. There is room to improve in the sharing of stories in certain topics.

- Enhance the use of technologies in the classroom for both staff and students, to enrich curriculum, instruction and assessment.
  - **Tactic:** Update *Policy 609: Information and Communications Systems and Resources* and *Policy 611: Privacy*, along with corresponding Administrative Procedures, protocols and resources. By creating a more structured process for using online tools in the classroom supported by robust privacy protocols, staff can effectively and comfortably use technology in their teaching.
  - **Progress:** The Communications Department and Information and Communication Technology Department have worked throughout the year with the support of an outside expert to refine the privacy processes in relation to use of technologies. Work will continue over the summer, with the goal of having new processes in place for the 2019-2020 school year and new policies and procedures approved in fall 2019.

## Strategic Goal #2: **Encourage**

Encourage the growth of collaborative, adaptive and personalized learning environments.

### Communications objectives:

- Support staff and student collaboration by utilizing the web Portal.
  - **Tactic:** Finish cleaning-up the staff internal web Portal. Execute the communications plan to inform staff about the new Portal organization and how it can be used to collaborate with colleagues. Offer staff training on how to use the Portal to collaborate.
  - **Tactic:** Provide staff training on how to use the Portal with students to support collaboration between students.
  - **Progress:** Clean-up of the staff Portal was achieved. Training was offered throughout the first half the year regarding using the Portal for staff and student collaboration. There needs to be more purposeful training offered regarding technology based collaboration tools.
- Support personalized learning environments by utilizing the web Portal.
  - **Tactic:** Provide staff training on how to use the Portal with students to create personalized student portfolios.
  - **Tactic:** Provide staff training on how to use the Portal with students to create student self-assessments.
  - **Progress:** Achieved. Other technologies are also being explored for student portfolio purposes.

## Strategic Goal #3: **Nurture**

Nurture an inspiring and healthy work environment.

### Communications objectives:

- Make it easier for staff to find and access resource documents and other school district related materials/resources/personnel.
  - **Tactic:** Finish the staff web Portal clean-up to improve consistency and searchability (enabling staff to easily access what they need). Execute the communications plan to inform staff about the new Portal organization and where they can find things. Offer training for staff about the restructured Portal (training about the new consistency standards for staff who manage Portal departments and how to use the Portal in a manner that upholds these standards, as well as training for all staff about how to navigate the restructured staff Portal).
  - **Progress:** Achieved.
- Consolidate communications with staff to improve communications by providing information in a streamlined and organized fashion.
  - **Tactic:** Create and execute a communications schedule that includes consolidated updates from all school district departments. Each departmental update will then be

posted in the staff web Portal so that staff can access the updates in the relevant department's staff Portal site.

- **Progress:** Achieved.
- Make the permissions process easier for staff and parents by moving permission forms online.
  - **Tactic:** Investigate other formats for online permission forms that are easier to use for both staff and parents.
  - **Progress:** Not achieved. The school district was unable to pilot online forms in Sangha this school year. Online forms in Sangha will be piloted during the 2019-2020 school year. Other potential online forms options may also be explored.

## Strategic Goal #4: Develop

Develop and promote innovative and sustainable programs.

### Communications objectives:

- Support Active and Safe Routes to School.
  - **Tactic:** Website items and website banner promotion, walk maps created for the remaining 17 schools and uploaded to the websites, support PACs with Active and Safe Routes to School initiatives.
  - **Tactic:** Work with the District of North Vancouver to enhance the Active and Safe Routes to School program in schools within the District of North Vancouver.
  - **Progress:** There were website and social media items throughout the year promoting active and safe routes to school. The school district is currently working with both the City of North Vancouver and the District of North Vancouver, along with many other community partners such as ICBC, North Vancouver RCMP, Translink and Vancouver Coastal Health, to continue enhancing programs and supports for active routes to and from school. NVSD is investigating technology advanced ways of offering walk maps, as opposed to static PDF maps. The District of North Vancouver supported an active transportation planning program at one school.
- Celebrate innovative teaching in relation to new curriculum, assessment, technology, learning in nature, sustainability, Indigenous education, supporting diverse learners, mental health, and student career development.
  - **Tactic:** Work with schools and staff to generate blog posts, social media sharing, website news articles, staff newsletter items, parent emails, media outreach and 2019 Community Report articles highlighting new curriculum, assessment, technology, learning in nature, sustainability, Indigenous education, supporting diverse learners, mental health, and student career development.
  - **Progress:** There were 140 blog posts and 172 news website posts throughout the school year. Some topics received a lot of coverage, such as Indigenous education and sustainability, whereas others did not, such as careers, diverse learners and technology in the classroom. There is room to improve in the sharing of stories in certain topics.

## Strategic Goal #5: **Provide**

Provide leadership in environmental education and sustainability practices.

### Communications objectives:

- Support Active and Safe Routes to School.
  - **Tactic:** Website items and website banner promotion, walk maps created for the remaining 17 schools and uploaded to the websites, support PACs with Active and Safe Routes to School initiatives.
  - **Tactic:** Work with the District of North Vancouver to enhance the Active and Safe Routes to School program in schools within the District of North Vancouver.
  - **Progress:** There were six website items and many more social media items throughout the year promoting active and safe routes to school. The school district is currently working with both the City of North Vancouver and the District of North Vancouver, along with many other community partners such as ICBC, North Vancouver RCMP, Translink and Vancouver Coastal Health, to continue enhancing programs and supports for active routes to and from school. NVSD is investigating technology advanced ways of offering walk maps, as opposed to static PDF maps. The District of North Vancouver supported an active transportation planning program at one school.
- Consolidate communications related to sustainability.
  - **Tactic:** Create a sustainability department site in the staff web Portal so that staff have one central location to find sustainability information and resources.
  - **Progress:** The site has been created, but is not yet populated with content.
  - **Tactic:** Create a sustainability newsletter for staff and parents to keep them informed and to consolidate information about the various initiatives related to sustainability that are taking place.
  - **Progress:** Achieved.

## Strategic Goal #6: **Strengthen**

Strengthen and expand reciprocal community relations.

### Communications objectives:

- Improve communication with parents and the public via websites.
  - **Tactic:** Continue to clean-up websites to increase usability and searchability, including regular maintenance and monitoring of website content to ensure accuracy and ease of access.
  - **Progress:** The search function on the websites was fixed. Clean-up of the external websites did not occur because clean-up of the internal staff web Portal took longer than expected.
  - **Tactic:** Offer staff training on website maintenance.
  - **Progress:** Achieved.

- Improve communications with parents via an app.
  - **Tactic:** Implement an app for parents so that they can receive communications in a more accessible fashion.
  - **Progress:** Sangha was implemented, but there were many unforeseen technical issues with the system that did not allow for full implementation and utilization of the app. Work continues to fix the technology issues so that the system can be properly implemented.
- Improve communications with parents via a strategic communications schedule.
  - **Tactic:** Create and execute a communications schedule that includes consolidated updates from all school district departments.
  - **Progress:** Achieved.
- Reach out to parents to investigate their communication needs.
  - **Tactic:** Conduct a parent communications survey.
  - **Tactic:** Seek parent feedback via the new departmental updates.
  - **Progress:** Parent feedback was sought via an in-person parent event that was focused on improving communications in NVSD. Roughly 40 people attended and valuable feedback was provided by parents. Much of the feedback was implemented and [a report](#) about communications improvements in NVSD was created for parents. The remainder of the feedback received from parents continues to be worked on.
  - **Progress:** A parent communications survey has not been conducted.