



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).

- Consolidate communication about professional learning opportunities for staff.
 - **Tactic:** Inform staff about the new professional learning opportunities section in the internal staff web Portal.
 - **Tactic:** Share professional learning opportunities with staff via new departmental updates that will be emailed to all staff.
- 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.
- 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.
- 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.

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.
- 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.

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).
- 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.
- 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.

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.

- 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.

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.
- 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.
 - **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.

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.
 - **Tactic:** Offer staff training on website maintenance.
- Improve communications with parents via an app.
 - **Tactic:** Implement an app for parents so that they can receive communications in a more accessible fashion.
- 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.

- Reach out to parents to investigate their communication needs.
 - **Tactic:** Conduct a parent communications survey.
 - **Tactic:** Seek parent feedback via the new departmental updates.