



Annual Communications Plan

2019/2020 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.
 - **Tactics:** Work with schools and staff to generate 20 blog posts/website news articles, continue to highlight professional learning on social media, local media outreach

highlighting professional learning, write a letter for parents from the Superintendent to go out at the start of the school year explaining the importance of professional learning/collaboration days, and include an item on professional learning in the 2020 Community Report.

- Continue with the new internal communications protocols to support staff with their professional learning.
 - **Tactic:** Continue with the new internal communications protocols of streamlined communications for staff so that each week staff receive information about professional learning opportunities. Work closely with educational partners to include their professional learning opportunities in this process.
- 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, parent emails, media outreach, and 2020 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.
 - **Tactic:** Train staff on updated privacy policies, procedures and processes.

Strategic Goal #2: **Encourage**

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

Communications objectives:

- Support staff and student collaboration by utilizing web platforms, including the Portal and Office 365.
 - **Tactic:** Offer staff training on how to use the Portal and Office 365 to collaborate.
 - **Tactic:** Offer staff training on how to use the Portal and Office 365 with students to support collaboration between students.
- Support personalized learning environments by utilizing the Portal, myBlueprint and Office 365.
 - **Tactic:** Offer staff training on how to use the Portal with students to create personalized student portfolios and student self-assessments.
 - **Tactic:** Provide training to specific secondary school staff on how to use myBlueprint to create student graduation portfolios.

- **Tactic:** Offer staff training on various Office 365 tools that students can utilize to support their learning.
- Support collaborative, adaptive and personalized learning environments by creating clear privacy policies, procedures, processes and resources that help support staff to easily integrate technologies into their work.
 - **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.
 - **Tactic:** Provide staff training, both online and in-person, on the new privacy policies, procedures, processes and resources.
 - **Tactic:** Create communications materials for parents so they also understand the new privacy program and how it impacts students.

Strategic Goal #3: Nurture

Nurture an inspiring and healthy work environment.

Communications objectives:

- Continue with the new internal communications protocols to support staff with their work.
 - **Tactic:** Continue with the new internal communications protocols of streamlined communications for staff so that staff have the information and resources they need to do their jobs effectively.
- Make the permissions process easier for staff and parents by moving permission forms online.
 - **Tactic:** Pilot Sangha for online forms.
 - **Tactic:** Potentially investigate other formats for online permission forms.
- Create clear privacy policies, procedures, processes and resources that help support staff to easily integrate technologies into their work.
 - **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.
 - **Tactic:** Provide staff training, both online and in-person, on the new privacy policies, procedures, processes and resources.
 - **Tactic:** Create communications materials for parents so they also understand the new privacy program and how it impacts students.

Strategic Goal #4: **Develop**

Develop and promote innovative and sustainable programs.

Communications objectives:

- Support Active and Safe Routes to School.
 - **Tactic:** Investigate technology advanced ways of offering walk maps, as opposed to static PDF maps.
 - **Tactic:** Rebrand the Active and Safe Routes to School initiative to make it simpler.
 - **Tactic:** Update the website section. Work with the City of North Vancouver and the District of North Vancouver to link the updated website section to the municipalities' websites.
 - **Tactic:** Embed walk/roll messaging into the annual communications schedule.
 - **Tactic:** Add walk/roll information to all agenda books for the 2020-21 school year.
 - **Tactic:** Add walk/roll information in all 2020 kindergarten packages and orientations.
- 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 2020 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:** Investigate technology advanced ways of offering walk maps, as opposed to static PDF maps.
 - **Tactic:** Rebrand the Active and Safe Routes to School initiative to make it simpler.
 - **Tactic:** Update the website section. Work with the City of North Vancouver and the District of North Vancouver to link the updated website section to the municipalities' websites.
 - **Tactic:** Embed walk/roll messaging into the annual communications schedule.
 - **Tactic:** Add walk/roll information to all agenda books for the 2020-21 school year.
 - **Tactic:** Add walk/roll information in all 2020 kindergarten packages and orientations.
- Consolidate communications related to sustainability.
 - **Tactic:** Populate the sustainability department site in the staff web Portal so that staff have one central location to find sustainability information and resources.

Strategic Goal #6: **Strengthen**

Strengthen and expand reciprocal community relations.

Communications objectives:

- Improve communication with parents and the public via websites.
 - **Tactic:** Clean-up websites to increase usability and searchability, including regular maintenance and monitoring of website content to ensure accuracy and ease of access.
 - **Tactic:** Finish the Parents section of the school district website. This section will include a how-to guide for PACs wishing to undertake various projects and programs. This section will also include consolidated technology systems information for parents.
 - **Tactic:** Finish the new websites for Complex Learners, Indigenous Education and Social Emotional Learning/Mental Health in order to provide more resources and information for students, parents, staff and community.
 - **Tactic:** Offer staff training on website maintenance.
- Make it easier for parents, staff and community members to give feedback by providing opportunities for online engagement.
 - **Tactic:** Continue to use Thoughtexchange to offer parents, community and staff an easy, online method of providing feedback.
- Enhance Sangha.
 - **Tactic:** Work with the Sangha team to enhance the offerings of the parent app, including piloting various features such as online permission forms.
- Support the work of PACs by enhancing their profile among parents and by offering a how-to guide for PACs wishing to undertake various projects and programs.
 - **Tactic:** Include an item in a September 2019 Superintendent's Report about the value of PACs and NVPAC (North Vancouver Parent Advisory Council).
 - **Tactic:** Finalize the how-to guide for PACs wishing to undertake various projects and programs.
- Reach out to parents to investigate their communication needs.
 - **Tactic:** Conduct a parent Thoughtexchange about communications needs.