



# Annual Communications Plan

## 2017/2018 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 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 2018 Community Report

- Consolidate communication about professional learning opportunities for staff
  - **Tactics:** create a section on the internal staff web Portal for all professional learning opportunities (internal, from educational partners and external), create a process for ensuring all professional learning opportunities are posted to the new Portal section, communicate regularly throughout the year to all staff about the new Portal section
- Celebrate initiatives taking place in classrooms related to new curriculum, assessment, technology, learning in nature, sustainability, Aboriginal education, and supporting diverse learners
  - **Tactics:** work with schools and staff to generate blog posts, social media sharing, website news articles, staff newsletter items, media outreach and 2018 Community Report articles highlighting new curriculum, assessment, technology, learning in nature, sustainability, Aboriginal education, and supporting diverse learners

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

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

### Communications objectives:

- Support staff and student collaboration by utilizing web-based platforms
  - **Tactics:** clean-up staff internal web Portal and create a communications plan to inform staff about the new Portal organization (including Portal training) to support staff collaboration, Office 365 communications plan and training to support collaboration for staff and students

## 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
  - **Tactics:** Portal clean-up to improve consistency and searchability (enabling staff to easily access what they need), Portal training/communication regarding the clean-up and new consistency standards, support internal staff communication by creating district personnel and responsibility lists on the Portal

## Strategic Goal #4: **Develop**

Develop and promote innovative and sustainable programs.

### Communications objectives:

- Support Active and Safe Routes to School

- **Tactics:** back-to-school website item and website banner promotion, walk maps created for all schools and posted to the websites, support PACs with Active and Safe Routes to School initiatives
- Celebrate innovative teaching in relation to new curriculum, assessment, technology, learning in nature, sustainability, Aboriginal education, and supporting diverse learners
  - **Tactics:** work with schools and staff to generate blog posts, social media sharing, website news articles, staff newsletter items, media outreach and 2018 Community Report articles highlighting new curriculum, assessment, technology, learning in nature, sustainability, Aboriginal education, and supporting diverse learners

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

Provide leadership in environmental education and sustainability practices.

### Communications objectives:

- Support Active and Safe Routes to School
  - **Tactics:** back-to-school website item and website banner promotion, walk maps created for all schools and posted to the websites, support PACs with Active and Safe Routes to School initiatives
- Communicate the new Sustainability Strategy
  - **Tactics:** post the new Sustainability Strategy to the website, share with staff and parents via email, social media, local media outreach regarding the new Sustainability Strategy, blog posts, website news articles, staff newsletter items, and media outreach related to the implementation of the new Sustainability Strategy
- Make the permissions process easier for staff and parents by moving permission forms online
  - **Tactics:** move student permission forms online onto the School Cash Online system, create/execute a communications and training plan for staff, create/execute a communications and training plan for parents

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

Strengthen and expand reciprocal community relations.

### Communications objectives:

- Improve communication with parents and the public via websites
  - **Tactics:** Clean-up websites to increase usability and searchability, regular maintenance and monitoring of website content to ensure accuracy and ease of access, improve website analytics to strategically adapt the websites to user needs, strategic use of social media to connect with parents and the public
- Reaching out to parents to investigate their communication needs
  - **Tactics:** investigate doing a parent communications survey