

# COMMUNICATIONS & COMMUNITY ENGAGEMENT

September 2025

## WELCOME TO OUR FLOURISHING LEARNING COMMUNITY!

At FSD, we think about the whole system to make sure our mission, vision, and purpose are visible in every decision we make. This systems-thinking approach is key to achieving the goals set out within our divisional and school education plans. By frequently reflecting on our progress, we are demonstrating accountability and providing our partners in education the assurance that education is at the centre of a flourishing community.

## SUCCESS

- Evidence of greater engagement with the public.
- Celebrating our commUNITY through events such as Milestones and Opening Day.
- Tools to help schools foster trust through established branding and messaging.



## SUPPORT

- Tools to help schools foster trust through established branding and messaging.
- Continuing to support schools and departments to promote opportunities and align messaging across the division.
- Crisis messaging and urgent projects.

## ENGAGEMENT

- Building commUNITY through expression of shared values in FSD clothing.
- Social reach continues to increase, noticing a shift in usership.
- Website analytics to improve via web platform



# CLASSIC CAR BINGO

JOIN IN THE FUN AT THE  
4<sup>TH</sup> ANNUAL BRIAN CHIPCHASE SR.  
MEMORIAL SHOW & SHINE

SEPTEMBER 28, 2025

EXPLORE THE CAR SHOW  
HAVE FUN WITH THE FAMILY  
WIN PRIZES

foothillsschooldivision.ca



## CLASSIC CAR BINGO

### HOW TO PLAY

Explore the show and shine and see how many of these vehicles you can find!  
Return your completed game card to the Foothills School Division booth to  
enter your name to win a grand prize.  
1 line = 1 entry into the draw  
Blackout = 10 entries



PIT STOP SPONSOR	Featured in a movie or TV Show <small>Ex: Herbie the Love Bug, Kit</small>	A car with racing stripes	Talk to an owner wearing a car club shirt	A car with the Roadrunner on it's side	A convertible	SPEEDSTER SPONSOR
PIT STOP SPONSOR	A rat rod	One older than your grandparents	One with a fun hood ornament	One with wooden spoke wheels	Ask a car owner about what they love about their car	SPEEDSTER SPONSOR
PIT STOP SPONSOR	Model named after a celestial body	A vehicle for each colour of the rainbow <small>ROY G BIV</small>	FREE SPACE	A vehicle with whitewall tires	One named after an insect <small>Ex: Hornet, Super Bee</small>	SPEEDSTER SPONSOR
PIT STOP SPONSOR	4 Mustangs in a row	A vehicle with flames or custom paint	A vintage pickup truck	A car with tailfins	A vehicle with fuzzy interior	SPEEDSTER SPONSOR
PIT STOP SPONSOR	A Canadian-made classic	Vehicle with an animal name <small>Ex: Cougar, Barracuda</small>	A car with fuzzy dice	A car with a loud sound system	A car James Bond would drive	SPEEDSTER SPONSOR
	GRAND PRIX SPONSOR		GRAND PRIX SPONSOR			SPEEDSTER SPONSOR

## Promoting community

- Upcoming event in High River to promote literacy, family time, and community partnerships:
- Classic Car Bingo game on September 28, 2025 at the High River Show & Shine
- Promoting our bus drivers and driver recruitment.
- Enhancing our profile and expanding our reach in the community.
- Fostering relationships with local businesses and community leaders

## New Domain, Who Dis?

Coming Soon: foothills.ab.ca

Combining the new domain launch with a website refresh:

- Prepare families and staff for the change so the transition is smoother.
- Retain trust with consistent messaging and style.
- Engagement survey to inform any refinements needed to the website.
- Staged approach in concert with Tech Services to assure the roll-out is well managed and received.



## ABOUT US

### COMMUNICATIONS & COMMUNITY ENGAGEMENT

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