

COMMUNICATIONS & COMMUNITY ENAGEMENT

January 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

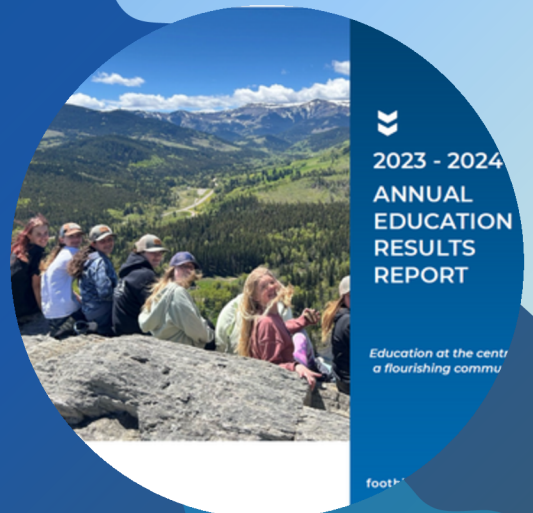
- Improved processes to reduce delays, resulting in a more efficient system of work.
- Drawing the connection from Education Plan to student learning assists to foster trust in the system.
- FSD is viewed as a leader.

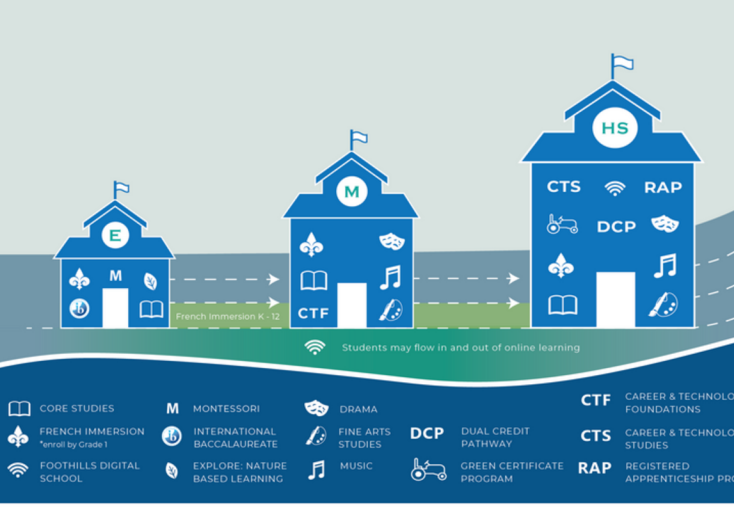
SUPPORT

- Proactive communications to mitigate concern
- Collaborative partnerships with departments to advance goals
 - AERR Planning
 - Recruitment & Labour Relations
 - Guarding Minds at Work Survey

ENGAGEMENT

- Supporting schools with strategies to increase parent engagement
- Increase social reach
- Increase of positive media attention (80+ stories since September 2024)





PATHWAYS FOR ALL

Foothills School Division offers a wealth of choice in education, but it can be difficult to understand and navigate as a parent or student planning for the future.

The Pathways for All campaign is being built to showcase the alternate programs and learning options students have from kindergarten through to grade 12.

The campaign will support students transitioning from elementary to middle, and middle to high school, promoting students are informed and can make their choice in education.

KEEPING FAMILIES INFORMED

We are committed to communications that promote our partnership with families and community members. The Division Newsletter is sent monthly to parents and guardians who have authorized emails from FSD.

Content has ranged from procedure updates, to, to stories that celebrate learning.

- Average open rate is 76%
- Opportunity to determine optimal content for our partners



ABOUT US

COMMUNICATIONS & COMMUNITY ENGAGEMENT

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