

Profile



<u>Staff FTE</u>		<u>Budget</u>	
Custodial	0.000000	Salaries	\$2,237,696 86%
Exempt	18.000000	Supplies, Equipment and Services	\$374,328 14%
Support	1.000000	Total	\$2,612,024 100%
Teacher	0.000000		
Maintenance	0.000000		
Total	19.000000		

Vision

Success, one student at a time.

Mission

We inspire student success through high quality learning opportunities, supported by meaningfully engaged students, parents, staff and community.

Values

Supporting the Vision, Mission and Priorities are the District 's cornerstone values of accountability, collaboration, equity and integrity.

District Priorities 2018-2022

1. Foster growth and success for every student by supporting their journey from early learning through high school completion and beyond.
2. Provide welcoming, high quality learning and working environments.
3. Enhance public education through communication, engagement and partnerships.

Profile

Communications role is to support the District in its internal and external communications with its stakeholders. This work includes fostering open, honest, two-way communication with crisis communication; media relations; issues management; profile of district programs and key initiatives; management of district special events; and profile for all schools. The department also provides strategic communications counsel and support to the Board of Trustees and Superintendent of Schools.

Results and Implications

Division Priorities 2018-2022

1. Foster growth and success for every student by supporting their journey from early learning through high school completion and beyond.
2. Provide welcoming, high quality learning and working environments.
3. Enhance public education through communication, engagement and partnerships.

Based on the three SMART goals that were established for 2019-2020, report on the results you achieved (with evidence, including referencing the School's Accountability Pillar results, if applicable) and describe how achievement of the goal supports the above Division's Priorities that were in effect when the goal was set.

Priority 2, Goal 4

By August 2020, in support of advancing a data-driven/evidence-based culture within the District, the following activities will occur:

- Complete the development of Math 30-1 and 30-2 Diploma details on the Dashboard
- Replicate the functionality of the District Feedback Survey reporting on the Dashboard with the survey data from the Accountability Pillar Survey and align the provincial survey data to the District's reporting framework
- Conduct consultations with various user groups of the Dashboard to gather feedback on:
 - accessibility of metrics
 - ease of navigation
 - helpfulness of visualizations in interpreting data.

These consultations will seek to understand how users use the Dashboard currently and their challenges with the dashboard's current design, while also revealing unmet user needs.

- Enhance existing metrics and usability based on feedback from users

Results Achieved:

The development of the Math 30-1 and 30-2 Diploma details was completed.

A reporting function that aligns a school's five-year provincial Accountability Pillar Survey results to the Division's reporting framework (Strategic Plan) was added. Through this, school users are able to retrieve their results of the provincial survey on the dashboard, creating efficiency in accessibility of data used to inform decisions.

They are also able to interact with and isolate specific Accountability Pillar questions of interest with ease (not in pdf format as it is on the Extranet), and more easily analyze and interpret specific data in the context of our Division and school. School results are also displayed in a familiar format (similar to the Division Feedback Survey) and with functions and features that allow comparability (benchmarking to catchment, Division and Province). This has also provided another way to support the Division's participation in the Assurance Pilot.

In January 2020, workshops were held with principals, assistant principals, administrative assistants, and department heads to gather input around the user experience for the accessibility of metrics, the navigation and helpfulness of visualizations in interpreting data with the current Dashboard. These workshops also explored the challenges of the current Dashboard as well as the future needs of each stakeholder group.

A number of enhancements and improvements were completed throughout the year to improve the functionality of different components of the dashboard (e.g., Priority 2 metrics, District Feedback Survey school reporting, etc.).

The workshops provided great insight and clarity into the needs of each stakeholder group and a better understanding of the data requirements of each stakeholder group. This work concluded with a report outlining possible next steps.

Results and Implications

Priority 3, Goal 1, Goal 3

Support the opening of Thelma Chalifoux and Soraya Hafez schools, which open in the 2020-2021 school year. Communications support will include:

- Principal counsel and support
- Logo development in consultation with the school principal
- Support open houses, social media, marketing/advertising
- Support principals with official grand opening ceremonies

Results Achieved: To achieve this goal, Communications provided:

- Principal counsel, which included monthly meetings, comprehensive communications planning, support communicating key information (e.g., child care options and attendance areas), and support with registration and pre-enrolment materials such as posters for construction fences.
- Logo development in consultation with the school principals, which included researching the school namesakes and working with the school principals to develop concepts that tie back to the namesake, their school community and aspirations for the community. Graphic designers worked with the principals to gather feedback, refine the logo concepts and choose a design that captures their community and identity.
- School websites, school profile pages on epsb.ca and school social media accounts in consultation with principals. Principals received web and social media training about content management, best practices and general advice.
- Support with new school events, which included namesake selection, information nights, open houses, meet the staff events and grand openings. While these events were planned, they had to be cancelled due to the COVID-19 pandemic.

Priority 3, Goal 3

By the end of the 2019-2020 school year, train 50-60 more schools on how to use their dedicated space on Connect.

Add a layer of security to protect the District data by integrating a two-step authentication process, the same image challenge process currently used when staff access the District network externally. The planned timeline to implement this is the last quarter of the 2019-2020 school year.

Results Achieved:

Priority 3 Goal 3

Goal: By the end of the 2019-2020 school year, train 50-60 more schools on how to use their dedicated space on Connect.

Results

In total, we trained staff from 67 schools to use their dedicated school section on Connect last year. Of those, 43 were schools that had never been trained to use their Connect space before. Training sessions were planned all throughout the school year, however, sessions planned for after March were moved to an online format. Given the priority on the Division's COVID-19 response, the focus for the remaining sessions shifted to supporting schools with tasks they needed to complete on their public websites, such as adding online registration forms.

Goal: Add a layer of security to protect the District data by integrating a two-step authentication process, the same image challenge process currently used when staff access the District network externally. The planned timeline to implement is the last quarter of the 2019-2020 school year.

Results

Working with Technology and Information Management, we had planned to implement two-step authentication in the latter part of the 2019–2020 school year. This work had to be put on hold because of our need to shift focus to the Division's COVID-19 response. With the major adjustments staff needed to make to work remotely and move students to online learning, it was not the right time to ask staff to adapt to something new during a crisis. We will revisit implementation at a later date.

One benefit of many staff working remotely last spring is that they became familiar with the two-step authentication image challenge. This should make implementing two-step authentication permanently an easier transition in the future.

Results and Implications

What were the biggest challenges encountered in 2019/20?

Demand for Communications support from schools and other departments increased significantly as our Division worked to navigate critical issues in 2019-20, such as a budget shortfall and staffing adjustments, conversations around anti-racism and the COVID-19 pandemic. Our biggest challenge has been managing the increased requests for support in a strategic, effective manner, which included managing the volume of information we are sharing with all of our stakeholders, and what format that communication might take.

What was most important for your school community as you prepared for the 2020-2021 school year?

Our goal was to be as prepared as possible to provide effective, agile support to the Division's COVID-19 response and strategy, with a strong emphasis on making sure families, students and staff had the information they needed to prepare for re-entry. To do this we enhanced our processes for creating and distributing communications under very constrained timelines and circumstances. It also required effort to create unity and fortitude among our teammates, many of whom continued to work from home.

Plans

Division Priorities 2018-2022

1. Foster growth and success for every student by supporting their journey from early learning through high school completion and beyond.
2. Provide welcoming, high quality learning and working environments.
3. Enhance public education through communication, engagement and partnerships.

The following SMART (Specific, Measureable, Attainable, Relevant, Time-Framed) goals have been established for the 2020/2021 school year. Select the Division Priority number that the goal supports from the drop-down box. Schools are to set one goal for each priority. Central DU's can set their goals around one or more priorities.

Priority 3, Goals 1 and 3

1. Reimagine Division communications support, including how we communicate with our families, staff and stakeholders, in light of COVID-19, which will include:
 1. All Division events
 2. Open house campaign
 3. Staff appreciation campaigns
 4. High school guides

Priority 2

Priority 3, Goals 1 and 3

1. Support the implementation of the Division's re-entry strategy throughout the school year by keeping families, students, staff and stakeholders informed and engaged. This includes communicating:
 1. Health and safety measures the Division is using to mitigate COVID-19 risks and keep our schools and worksites safe
 2. Family choice at each of the year's four quarters
 3. Details about how both in-person and online learning work
 4. Subject-specific and assessment information
 5. Resources and supports that are available to staff and families to support students
 6. important updates and changes from the Government of Alberta and the Division

Priority 1

Priority 2

Budget Summary Report

	2020-21 Spring Proposed		2020-21 Fall Revised	
Resources		2,612,024		2,612,024
Internal Revenue		0		0
REVENUE TOTAL		2,612,024		2,612,024
Exempt	18.000000	2,164,277	18.000000	2,164,277
Exempt (Hourly/OT)	.000000	11,000	.000000	11,000
Support	1.000000	60,919	1.000000	60,919
Support (Supply/OT)	.000000	1,500	.000000	1,500
TOTAL NON-TEACHER	19.000000	2,237,696	19.000000	2,237,696
(% of Budget)		85.67%		85.67%
TOTAL STAFF	19.000000	2,237,696	19.000000	2,237,696
(% of Budget)		85.67%		85.67%
SUPPLIES, EQUIPMENT AND SERVICES		350,142		350,142
INTERNAL SERVICES		24,186		24,186
TOTAL SES		374,328		374,328
(% of Budget)		14.33%		14.33%
TOTAL AMOUNT BUDGETED		2,612,024		2,612,024
Carry Forward Included		0		0
Carry Forward to Future		0		0