

qathet School District



OPERATIONAL PLAN

COMMUNICATIONS PLAN 2023/2024



Cultivate a positive and respected brand identity for the school district.

01.

Communicate clearly, professionally, and consistently through an inclusive lens.

02.

Promote transparency, engagement, and collaboration with students, guardians/parents, staff, and the community.

03.

Promote awareness and understanding of the Strategic Plan while delivering against key priorities.

Type

Internal

External

Student/Parent

Crisis

Marketing

Community Engagement

Educational

Digital

Channel

EARNED
MEDIA

PAID
MEDIA

SHARED
MEDIA

OWNED
MEDIA

Visual Identity

Logo

Colours

Imagery

Typography

Layout

CULTIVATING AN ETHIC OF LEARNING (titlwšɛm ʔəms taʔow)

| DISTRICT OBJECTIVES | DEPARTMENT ESTABLISHED & ONGOING ACTIONS | PLANNED ACTIONS |
|---------------------|--|-----------------|
|---------------------|--|-----------------|

Ensure early learners and students have the best possible learning experience.

- **Increase student engagement and voice.**

- Profile student success stories in key communication channels.
- Seek out and share student voice in relevant communications about events, clubs, and initiatives.
- Support the creation of informational resource documents by students or educators to profile student voice.

- Collaborate with Brooks media studies students/educators to showcase their work throughout the district.
- Collaborate with students to highlight their perspective/learning journey on relevant topics.
- Provide space within district communications channels to students, giving them the opportunity to deliver relevant updates, messages, or announcements on a district-wide level.

EVIDENCE/METRICS

See appendix.



CULTIVATING CONNECTION (paʔa kʷʊms qʷayigən)

| DISTRICT OBJECTIVES | DEPARTMENT ESTABLISHED & ONGOING ACTIONS | PLANNED ACTIONS |
|---|--|---|
| <p><i>Transform our learning environments into places of innovation.</i></p> <ul style="list-style-type: none">• Create a culture of inquiry and innovation. | <ul style="list-style-type: none">• Encourage staff, district members, and educators to collaborate with communications to develop new resources/ways to help them meet their own objectives.• Ongoing visual enhancement and editing to district related programs and services web pages/resources, to showcase work efforts with clarity.• Use priority communication channels to create excitement about PAC opportunities and/or foster community involvement.• Promote new partnerships/ideas to inspire new thinking. | <ul style="list-style-type: none">• Provide new communication tools and design tips to staff members in effort to enhance overall brand visual identity.• Where applicable, get input on our work from staff and students.• Foster two-way communication by utilizing surveys and questionnaires when making decisions that impact the entire district.• Offer 101 sessions on communications-related topics.• Brainstorm sessions for key days of observance/Board days. |

EVIDENCE/METRICS

See appendix.



CULTIVATING CONNECTION (paʔa kʷʊms qʷayigən)

| DISTRICT OBJECTIVES | DEPARTMENT ESTABLISHED & ONGOING ACTIONS | PLANNED ACTIONS |
|---------------------|--|-----------------|
|---------------------|--|-----------------|

- Prioritize mental health, community connections, and social-emotional learning.*
- Enhance mental health opportunities and partnerships that support well-being.
 - Engage, involve, and support connections within the school and community.
 - Continue to create and promote safe, welcoming, and inclusive learning environments.

- Shine a light on students, educators, and student-led groups that are encouraging and facilitating mental health and wellbeing initiatives.
- Promote and reflect diversity in our content.
- Incorporating a diverse range of content that appeals to various individuals into our social media strategy, providing numerous incentives for following our channels.
- As appropriate, release statements reaffirming our inclusive approach in education.

- Collaborating with and show support for relevant community organizations that align to the district's mission, principles, and values by re-sharing their content on the district's communication channels.

EVIDENCE/METRICS

See appendix.



CULTIVATING TRUTH AND RECONCILIATION (gʊnaʔxʷuθs)

| DISTRICT OBJECTIVES | DEPARTMENT ESTABLISHED & ONGOING ACTIONS | PLANNED ACTIONS |
|---------------------|--|-----------------|
|---------------------|--|-----------------|

Honour Truth & Reconciliation.

- **Work to undo the legacies of colonialism through diverse pathways including supporting ʔayʔajuθəm language revitalization initiatives and education.**
- **Continue our commitment to the Truth and Reconciliation Commissions Calls to Action and the United Nation’s Declaration on the Rights of Indigenous Peoples.**

- Showcase Indigenous Education-led programs, events, content.
- Lead the internal and external communications strategies before, during, and after the district name change.
- Implementation of ayajuthem word of the week and other learnings into content strategy to educate our audience and inspire learning together, one word at a time.

- Name change ceremony in partnership with Tla'amin to celebrate our new name.
- Increase use of video to tell our stories: ie. create a short video about the new ayajuthem Immersion pilot program and get media involved to bring attention to our district's action around language revitalization.
- Storytelling video project (TBD)

EVIDENCE/METRICS

See appendix.



CULTIVATING INTEGRITY/RESPONSIBILITY (hays qayemix^w ?ay?aytawθ)

DISTRICT OBJECTIVES DEPARTMENT ESTABLISHED & ONGOING ACTIONS PLANNED ACTIONS

Prioritize climate change, organizational health, and sustainability.

- **Align planning, processes, policies, and procedures to improve the effectiveness of the system.**

- Work with Principals to manage permissions for photos and videos utilized on externally-facing communications channels.
- Ongoing website audit and clean up with visual enhancements.
- Develop landing pages in collaboration with staff to provide increased clarity of our district.
- Assist Principals with edits and management of school websites.
- Promote HR efforts and initiatives.
- Support Operations with website maintenance and bus updates, for example.
- Visual design and document development for teams external to communications.

- New district logo and visual identity launch (internal and external).
- Enhance brand consistency within the district and schools to establish a unified identity by providing a brand kit and inspiration templates for letterheads, documents, newsletters, social posts, and more.
- Seek opportunities to create larger Board Day Campaigns that profile educators, provide resources to parents, and allow the community to get involved.
- Grow our external audiences by promoting the brand name more through strategic marketing initiatives.

EVIDENCE/METRICS

See appendix.



CULTIVATING INTEGRITY/RESPONSIBILITY (hays qayemix^w ?ay?aytawθ)

| DISTRICT OBJECTIVES | DEPARTMENT ESTABLISHED & ONGOING ACTIONS | PLANNED ACTIONS |
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Prioritize climate change, organizational health, and sustainability.

- **Align planning, processes, policies, and procedures to improve the effectiveness of the system.**

- Ongoing edits to district documents for brand consistency.
- Maintenance of monthly editorial content calendar.
- Creation of social posts on various communications channels.
- Creating weekly informative web posts on the district website and individual school websites, often in close collaboration with other departments and educators.
- Creating a monthly district-wide internal newsletter to keep our staff informed/engaged.
- Create branded assets visible throughout our communities.

- Designate space in the internal newsletter where both staff and district members could send in shoutouts/messages of appreciation for their colleagues in effort to improve organizational morale.
- Profile more teachers in a fun way through a new video series project called Education Station, where they teach us something about any subject in under 60 seconds.
- Invite City, qRD and Tla'amin to an impact-focused event or presentation to highlight yearly results/impact.

EVIDENCE/METRICS

See appendix.



CULTIVATING INTEGRITY/RESPONSIBILITY (hays qayemix^w ?ay?aytawθ)

DISTRICT OBJECTIVES DEPARTMENT ESTABLISHED & ONGOING ACTIONS PLANNED ACTIONS

Prioritize climate change, organizational health, and sustainability.

- **Align planning, processes, policies, and procedures to improve the effectiveness of the system.**

- Ensuring timely communication of government information pertaining to the education sector to both our external and internal audiences (ex: surveys, accessibility, anti-racism, SOGI-education).
- Promoting school-related ops team apps that are relevant and beneficial to parents.
- Managing and building photo repository on the district drive.
- Collaborating with Principals to promote events happening in their individual schools, via visit or content share.
- Designing logos for programs or events.

- Work with designer and Principal to develop new school logos and /or house team logos (PIE, Edgehill, etc.).
- Work with IT to rollout new intranet.
- Developing an ongoing website tipsheet to support Principals using the new software.

EVIDENCE/METRICS

See appendix.



CULTIVATING INTEGRITY/RESPONSIBILITY (hays qayemix^w ?ay?aytawθ)

| DISTRICT OBJECTIVES | DEPARTMENT ESTABLISHED & ONGOING ACTIONS | PLANNED ACTIONS |
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Prioritize climate change, organizational health, and sustainability.

- **Align planning, processes, policies, and procedures to improve the effectiveness of the system.**

- Developing advertisements for the media in collaboration with CUPE and PRDTA to commemorate nationally recognized days.
- Leveraging social media channels to provide daily updates to both our internal and external audiences, establishing our district channels as a reliable source for real-time information.
- Maintaining partnerships with external media organizations like qathet Living and the Peak to promote the district's community engagement and highlight the positive news and events taking place within our schools or arounds days of observance. (Paid and earned.)

EVIDENCE/METRICS

See appendix.



Evidence/Metrics

of engagements/collaborations

Student experience/feedback

Employee experience/feedback

of staff reaching out

of documents updated/re-branded

of tools/templates created

Social engagement (likes, shares, followers, etc.)

Brand alignment/adherence to guidelines

% of content dedicated to: x

Website analytics (page views/visits, time on page, etc.)

Media impressions

Ads placed/created

Newsletter open rate

Parent/teacher/staff satisfaction survey