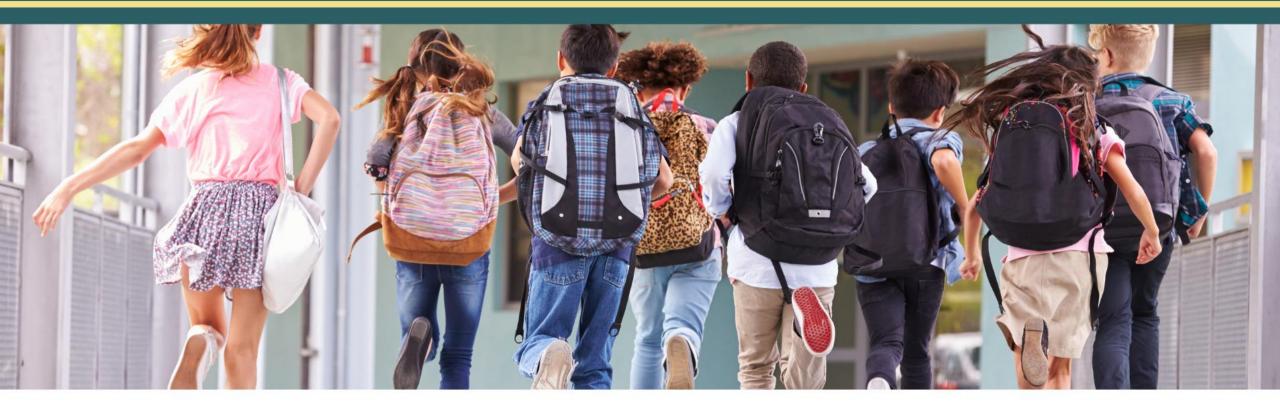
qathet School District

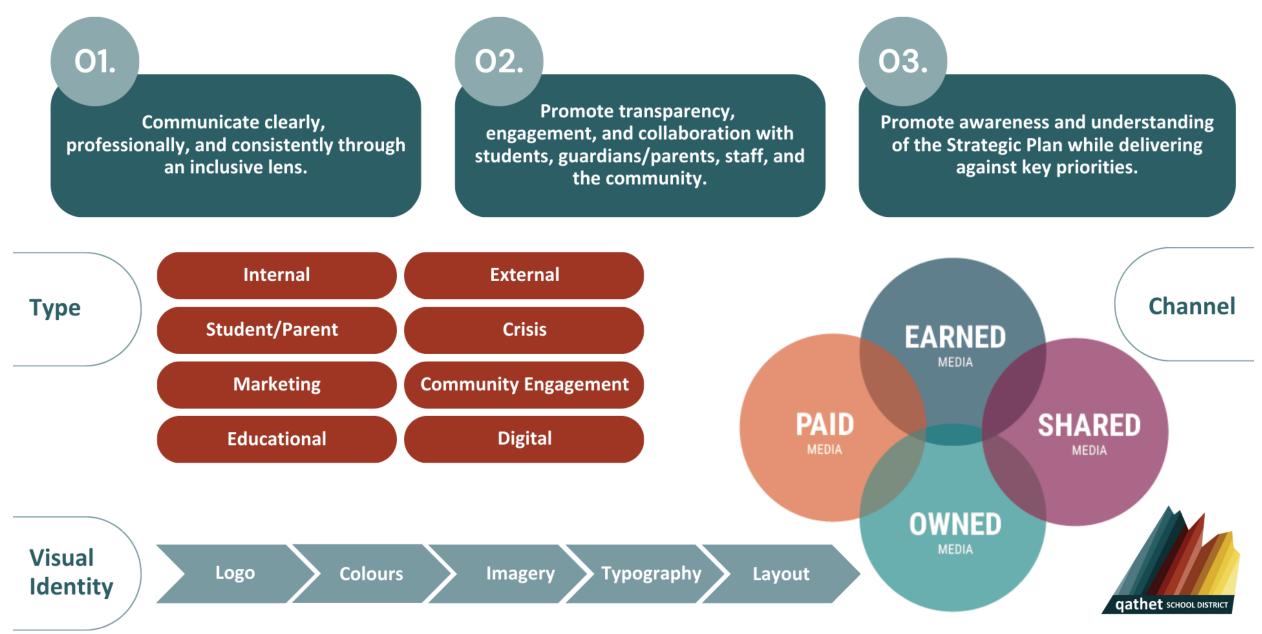


OPERATIONAL PLAN

COMMUNICATIONS PLAN 2023/2024



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



CULTIVATING AN ETHIC OF LEARNING (tituvšem ?ams ta?ow)

DEPARTMENT ESTABLISHED & DISTRICT OBJECTIVES PLANNED ACTIONS **ONGOING ACTIONS** Collaborate with Brooks media studies Profile student success stories in key Ensure early learners and students communication channels. students/educators to showcase their have the best possible learning work throughout the district. experience. Seek out and share student voice in relevant. communications about events, clubs, and • Collaborate with students to highlight Increase student engagement and initiatives. their perspective/learning journey on voice. relevant topics. Support the creation of informational resource documents by Provide space within district communications channels to students, students or educators to profile student voice. giving them the opportunity to deliver relevant updates, messages, or announcements on a district-wide level.

EVIDENCE/METRICS



CULTIVATING CONNECTION (pa?a k^wʊms q^wayigən)

DISTRICT OBJECTIVES PLANNED ACTIONS **ONGOING ACTIONS** Transform our learning environments Encourage staff, district members, and educators to into places of innovation. collaborate with communications to develop new overall brand visual identity. resources/ways to help them meet their own objectives. Create a culture of inquiry and innovation. staff and students. • 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 topics. community involvement.

 Brainstorm sessions for key days of observance/Board davs.



EVIDENCE/METRICS

See appendix.

DEPARTMENT ESTABLISHED &

 Promote new partnerships/ideas to inspire new thinking.

- Provide new communication tools and design tips to staff members in effort to enhance
- Where applicable, get input on our work from
- Foster two-way communication by utilizing surveys and questionnaires when making decisions that impact the entire district.
- Offer 101 sessions on communications-related

CULTIVATING CONNECTION (pa?a k^wʊms q^wayigən)

DISTRICT OBJECTIVES

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.

DEPARTMENT ESTABLISHED & ONGOING ACTIONS

- 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.

PLANNED ACTIONS

 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

CULTIVATING TRUTH AND RECONCILIATION (gʊna?xʷuθs)

DISTRICT OBJECTIVES

Honour Truth & Reconciliation.

- Work to undo the legacies of colonialism through diverse pathways including supporting ?ay?ajuθəm 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.

DEPARTMENT ESTABLISHED & ONGOING ACTIONS

- 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.

PLANNED ACTIONS

- 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

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		



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.	 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 impactfocused event or presentation to highlight yearly results/impact.

EVIDENCE/METRICS



DEPARTMENT ESTABLISHED & DISTRICT OBJECTIVES PLANNED ACTIONS **ONGOING ACTIONS** Prioritize climate change, Work with designer and Principal to Ensuring timely communication of government organizational health, and develop new school logos and /or information pertaining to the education sector to sustainability. house team logos (PIE, Edgehill, etc.). both our external and internal audiences (ex: surveys, accessibility, anti-racism, SOGI-education). • Align planning, processes, policies, Work with IT to rollout new intranet. Promoting school-related ops team apps that are and procedures to improve the relevant and beneficial to parents. effectiveness of the system. • Developing an ongoing website tipsheet to support Principals using the Managing and building photo repository on the new software. district drive. Collaborating with Principals to promote events

happening in their individual schools, via visit or

Designing logos for programs or events.

content share.

EVIDENCE/METRICS

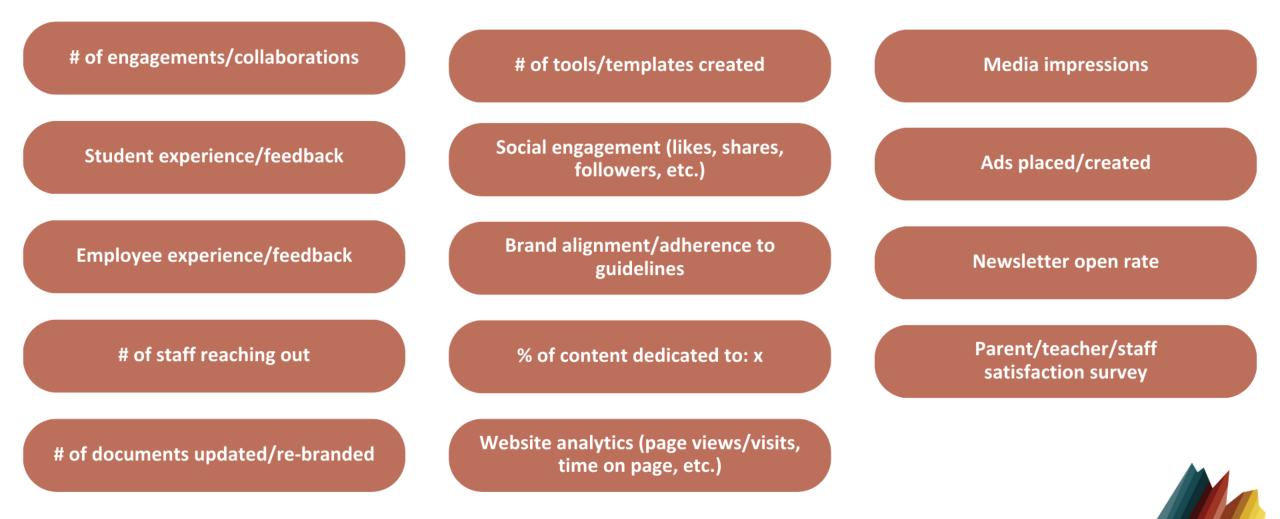


DISTRICT OBJECTIVES	DEPARTMENT ESTABLISHED & ONGOING ACTIONS	PLANNED ACTIONS
Prioritize climate change, organizational health, and sustainability.	 Developing advertisements for the media in collaboration with CUPE and PRDTA to commemorate nationally recognized days. 	
 Align planning, processes, policies, and procedures to improve the effectiveness of the system. 	 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



Evidence/Metrics



lathet SCHOOL DISTRI