



One *Learning* Community



Greater
VICTORIA
School District

Strategic Goal:

Actively Engage with our

Communities

Strategic Objectives:

- 4.1 Develop a District Communications and Engagement Plan
- 4.2 Create more effective ways to bring student voices and parent perspectives to our schools and to the Board
- 4.3 Create more effective ways to bring staff voices and perspectives to the Board

What We Don't Want



What We Want



One *Learning* Community

Public Engagement Committee

Deliverables:

- 1.To develop a vision and principles, based on input of stakeholders and the public, to improve the School District's communications and public engagement.
- 2.To oversee development of a draft public engagement and communications plan for the Board's consideration.
- 3.To include recommendations within the public engagement and communication plan for public and stakeholder input during Board of Education meetings.

What informed the plan

Review of current/historical practice

- Strengths, Weaknesses, Opportunities and Threats
- Literature Review, e.g.
 - International Association of Public Participation
 - Alberta School Boards Association
 - University of British Columbia and University of Victoria
 - Engagement frameworks for the Municipality of Saanich and Victoria
 - Various BC school districts
 - National School Public Relations Association
- Gathering Perspectives: Interviews
- Two focus groups with District parents

Planning While Doing

- Media relations: central contact, current media list, “All Staff”, daily media monitoring
- Board/staff briefing notes on issues of interest
- New design templates > graphic standards > branding
- Website refresh
- Correspondence policy to ensure timely and coordinated responses
- Project support/engagement planning: Facilities Plan, Transfer and Registration Review, Water quality, SOGI,
- Twitter, Facebook, web analytics & content changes, video, graphic templates

Developing the Plan

- Review of current/historical practice
- Strengths, Weaknesses, Opportunities and Threats
- Literature Review, e.g.
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 - Engagement frameworks for the Municipality of Saanich and Victoria
 - Various BC school districts
 - National School Public Relations Association
- Gathering Perspectives: Interviews
- Stakeholder identification

Front Line Information

Departments & Services / Contact Us

Greater Victoria School District No.61 – Phone Directory

556 Boleskine Road
Victoria BC Canada
V8Z 1E8

Phone: 250.475.3212
Fax: 250.475.6161

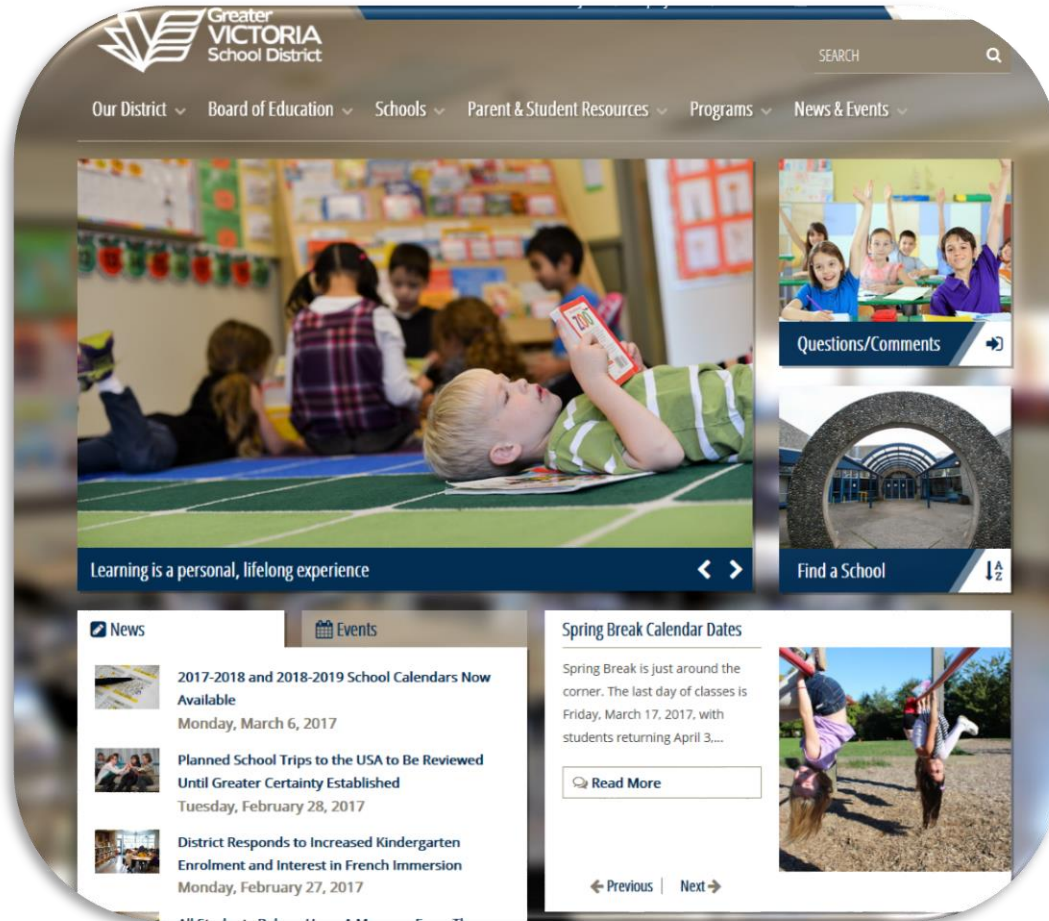
Administration

General Enquiries	Phone: (250) 475-3212 Email: general@gsd61.bc.ca
Piet Langstraat, Superintendent of Schools	Phone: (250) 475-3212 Email: piet@gsd61.bc.ca
Mark Walsh, Secretary-Treasurer	Phone: (250) 475-3212 Email: mark@gsd61.bc.ca
Shelley Green, Deputy Superintendent Esquimalt and Spectrum School Families	Phone: (250) 475-3212 Email: shelley@gsd61.bc.ca
Greg Kitchen, Associate Superintendent Lambick Park, Mount Douglas and Oak Bay High School Families	Phone: (250) 475-3212 Email: greg@gsd61.bc.ca
Deb Whitten, Associate Superintendent Reynolds and Victoria High School Families, S.J. Willis Educational Centre	Phone: (250) 475-3212 Email: deb@gsd61.bc.ca

Other Contact Numbers

- Phone calls – average 50-60 /week, doubles to 120+ during registration/ transfer periods
- Email feedback – multiple channels, consistent response expectations
- Integration with website – content driver

District Website



Monthly users: 120,000

Average visits 2.5 minutes

Average pages per visit 2.3

Board of Education – less than 1% of visits

One *Learning* Community



Facebook



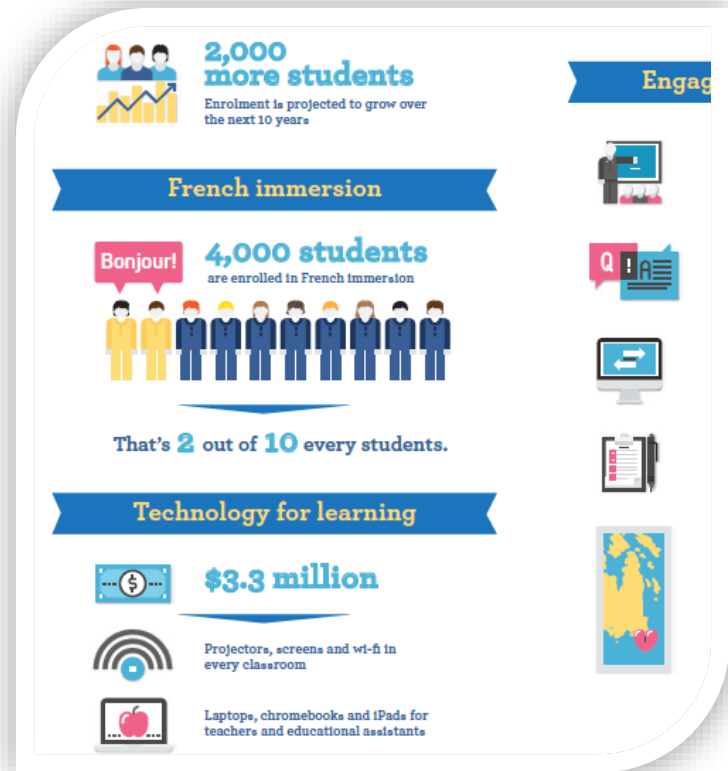
- Launched in December
- 1,500 followers
- Most popular viewing time 9pm
- Welcomes comments, provides customer service
- Growth amongst adults continues to grow
- High engagement
 - Snow, John Bird memorial, school calendars

Twitter



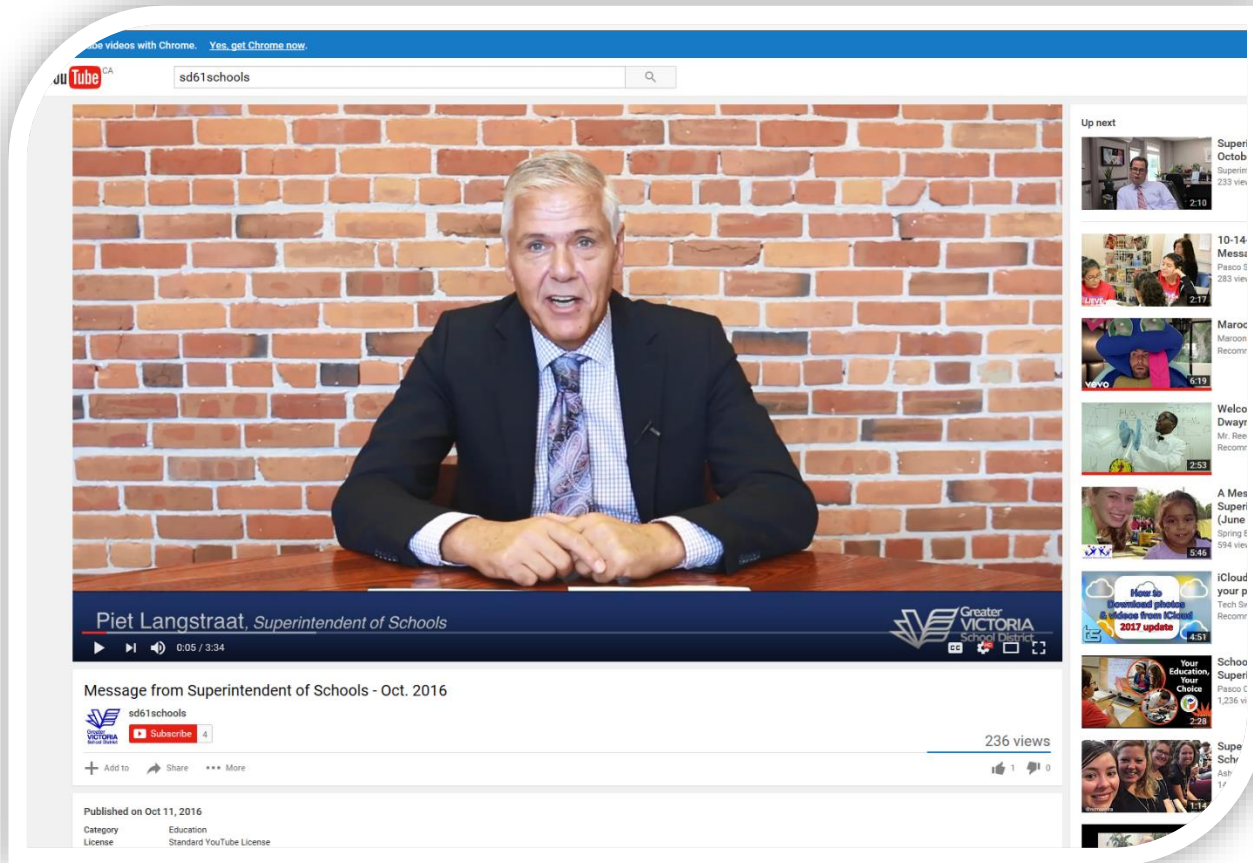
- Launched September 19, 2017
- 1,770 followers
- Social influencers and staff
- Connect with partner organizations – help share District news
- Balance of immediacy and interest
- Technology rollout and snow

Program Specific Communications



- Review of various District programs requiring communications planning support, e.g.:
 - Annual Budget Process
 - Emergency Communications Plans
 - International Student Program
 - Inclusive Learning
 - Transfer and Registration process
 - Recruitment/Safety/Training

Video



- High potential for staff and parent engagement
- Student involvement
- Obvious integration with social media tools and e-newsletters
- High potential for key areas - recruitment, safety and wellness, IT training, recognition, learning

Visual Identity: One Learning Community



One *Learning* Community

Internal Hubs

WEST VANCOUVER SCHOOLS NEWSLETTER
VOLUME 4, NO. 5, JANUARY 2017

[View this email in your browser](#)



LEARNING CURVE





The Sing Project

The Joy of choir
District choir teachers worked with hundreds of students enrolled in their school choir to prepare for *The Sing Project*. Coordinated by teacher Suzanne Fulton, and implemented by choir teachers district-wide, the project involved more than 550 choir students from across the district.

The students performed the song 'Sing' by vocal group Pentatonix. Grade 12 videographer Owen Shields produced this video of the event, which has been shared on the district's [Facebook page](#) more than 60 times.





As one of the most important tools we have to ensure that students remain connected to what they're learning, communication between parents and the school is directly connected to student performance and overall success. Superintendent Chris Kennedy shares how educators are contributing to the conversation about communicating student learning. [Read more](#)




Intranet Search 12:00

CONCHA Y TORO UK HOME OFFICE DEPARTMENTS FORMS USEFUL LINKS







PEOPLE




PEOPLE




PEOPLE




PEOPLE




FORMS



FORMS




FORMS



FORMS

Manifest plainness, Embrace simplicity, Reduce selfishness, Have few desires. - Laozi

COMPANY NEWS




Trivento joins forces with Premiership Rugby
By Jay Murphy
Argentinean wine brand Trivento has signed an exclusive deal to be an Official Supporter of Premiership Rugby. This collaboration, a first for Premiership Rugby, will launch in September 2014 and run throughout the 2014-15 season. Trivento, part ...


[More news...](#)

CULTURE CLUB


WORLD CLOCK




OXFORD



SANTIAGO



MENDOZA



HOPLAND, C

UPCOMING EVENTS

TODAY

- 06-August-2014 Please give me a dollar and some candy.
- 06-August-2014 You're going to do his laundry? Fusce dapibus, tellus ac cursus.
- 06-August-2014 Yes. You gave me a dollar and some candy.
- 06-August-2014 Why would I want to know that?
- 06-August-2014 And from now on you're all named Bender Jr.

TOMORROW

Push notification alerts, news, newsletters, notes, events & more via the unique time-based layout.



Engagement Considerations

- Language: BCVPA, CUPE 383, AEA, GAFE, FSA, TTOC, ASA
- Languages: Spanish, Tagalog, Mandarin, Arabic and Punjabi
- Transportation: Transit routes, in person delivery, bike parking
- Cost: travel costs, registration costs,
- Technology: too much or too little

المنطقة التعليمية لفكتوريا الكبرى

استبيان تسجيل الطلبة - للأباء والأمهات

نقدر لكم تفاعلكم لهذا الاستبيان الذي سيستغرق 10 دقائق من وقتكم.

تشير توقعات الالتحاق والتسجيل أن المنطقة التعليمية في فكتوريا الكبرى قد تشهد زيادة قدرها 2000 طالب خلال السنوات العشر القادمة، مما يعني أن بعض المدارس ستكون محدودة المقاعد ولن تستطيع استيعاب جميع الطلبة الراغبين بالتسجيل فيها.

أولويات التحاق الطلبة هي التي ستحدد الترتيب الذي سيسجلون حسبه عندما تكون المقاعد لدى المدارس محدودة، ولهذا من المهم أن تكون هذه الأولويات مفهومة على نطاق واسع وأن تعكس مشاركات وآراء المجتمع المحلي، حيث أنه لم يتم مراجعة هذه الأولويات منذ سنوات عديدة.

ستساهم نتائج هذا الاستبيان في تحقيق الشفافية والإنصاف عند تسجيل الطلبة في جميع المراحل الصفية بما في ذلك التعليم المدرسي بالفرنسي ومطلبات الانتقال إلى مدرسة ليست ضمن المنطقة المحلية التعليمية للطلاب. علماً أن هذا لا ينطبق على البرامج الاختيارية في المراحل الثانوية (مثل برنامج "فليكس" و"التحدي" والأكاديميات الرياضية)، حيث أنه يجب تقديم طلب للالتحاق بهذه البرامج.

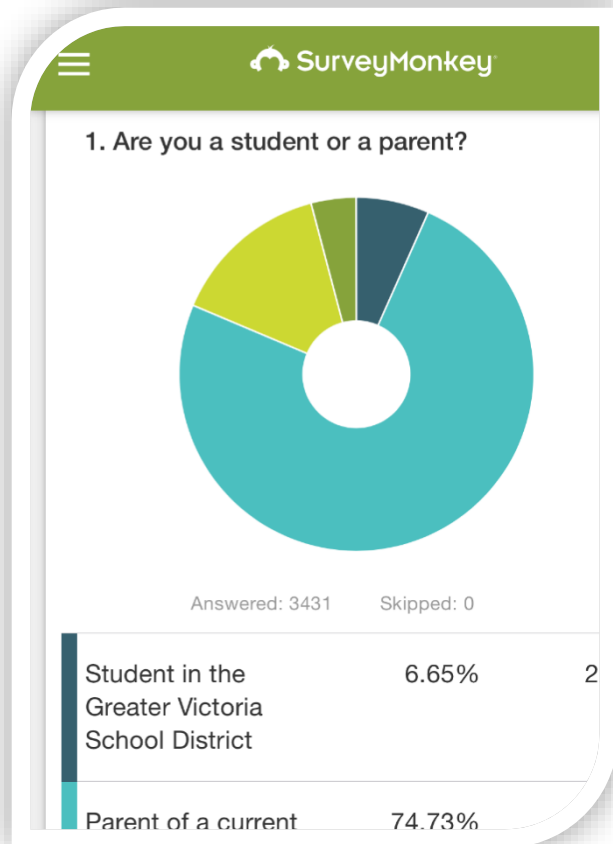
نتائج هذا الاستبيان ستساعد المنطقة التعليمية في فكتوريا على فهم احتياجات الوالدين بشكل أفضل على مدى جميع المراحل الصفية والأحياء السكنية والمدارس.

نحن نحترم خصوصيتك

في هذا الاستبيان لن يتم طلب أي معلومات شخصية منك ولن نعرض إليك الإجابات التي قدمتها على أسئلة الاستبيان بشكل فردي بل ستجمع جميع ردود الأفراد المشاركين وتقدم إجمالاً، ومع ذلك يرجى عدم تقديم اسمك أو عنوانك، أو أي معلومات شخصية أخرى يمكن أن تحدد من خلالها هويتك أو هوية أفراد آخرين. بناء على ذلك أي معلومات شخصية مقدمة سيتم التعامل معها على أن المنطقة التعليمية قد تلقت موافقتك في الكشف عنها لمجلس التعليم والموظفين والعامه. إذا كان لديك أي استفسارات، يمكنك التواصل عبر العنوان البريدي:

community@sd61.bc

Input Opportunities



- Partner improved information
- Survey Monkey- current online tool
 - 3,800 respondents to recent survey
- Communications and engagement tools designed for parents by parents – web tools preferred
- Reviewing more robust tools

IAP2 Spectrum of Public Participation



Increasing level of public impact

Increasing level of public involvement

Example techniques

Inform

- Web sites
- Open houses

Consult

- Focus groups
- Surveys
- Public meetings

Involve

- Deliberative polling

Collaborate Empower

- committees
- Consensus-building
- Participatory decision-making
- Ballots
- Delegated decision

© 2007 International Association for Public Participation



One *Learning* Community

Five Goal Areas

1. Increase public understanding and participation in Board of Education decision-making by making meetings, process and decisions as clear as possible.
2. Staff is informed and supported as “One Learning Community” and consistently communicates with parents, students and staff.
3. Parents are engaged because information is easy to access and opportunities to engage are accessible, effective and considerate of the needs of all District parents.
4. Students are involved in the design and delivery of the education system; “for students, by students”.
5. Community partnerships support parent engagement, high student achievement and development of responsible, engaged citizens.