



One *Learning* Community



Greater
VICTORIA
School District

Communications & Public Engagement Update



The Vision



One *Learning* Community

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 voice and parent perspective to our schools and Board

4.3 Create more effective ways to bring staff voice and perspectives to the Board

Public Engagement Committee

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



Public Engagement & Communications Plan

Mission – We ensure the School District, the Board and our schools are accessible and connected with the community. We encourage public input into decision-making.

Vision – Our world class education system reflects the needs and wants of the community we serve. Parents are informed, and the District and Board share and receive quality information through open relationships with parents, student and our local community.



Summary of Goals

1. Increase public understanding and participation in Board of Education decision-making by making meetings, process and decisions as clear as possible.

Board Highlights



The Board of Education Highlights provide updates on presentations and decisions made during the Board Meeting. A video stream of the meeting is available at: www.sd61.bc.ca/board-of-education/meetings/

Board Meeting Highlights – January 2020

New Secondary Courses

Trustees approved new Board Authorized Courses for grade 11 and 12 students. The courses include: Automotive Service 1. New programs are expected to start in September 2020.



Greater Victoria School District

Published by Lisa McPhail [?] · December 9, 2019 ·

The December Operations Policy and Planning Committee Meeting is tonight at 7:00 p.m. at the Board Office (556 Boleskind Rd). Agenda includes George Jay Survey Results and a Facilities Update Report. To review the full agenda: [#sd61learn](https://bit.ly/OPPSDec9)



One Learning Community



Summary of Goals

2. Staff is informed and supported as “One Learning Community” and consistently communicates with parents, students and staff.



Greater VICTORIA School District
Media Advisory
For immediate release

Friday, November 8, 2019

Greater Victoria School District Seeks Input on Potential Land Disposition near Victoria High

VICTORIA, BC – The Greater Victoria School District is inviting the public to share their thoughts about a possible disposition of district property in order to support the seismic upgrading and enhancement of Victoria High. An open house is being held this upcoming Tuesday at the school in the Roper Gymnasium. The District welcomes members of the public to drop-in for coffee and cookies between 6 p.m. and 8 p.m.

The open house will inform the community about the school's seismic project and a proposal to exchange and lease unused excess land at Victoria High to help cover costs to seismically upgrade the school and retain heritage values. It will be a drop-in format with staff on hand to answer questions. People are encouraged to leave their feedback.

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3,751 People Reached 897 Engagements [Boost Post](#)

220 4 Comments 3 Shares

[Like](#) [Comment](#) [Share](#)

Most Relevant ▾

[Comment as Greater Victoria School District](#)

Joanna Kiss Snow Agree! Our parking lot and main entrance were cleared well in advance of school Opening! Thank you!

[Like](#) · [Reply](#) · [Message](#) · 3w

One *Learning* Community



Summary of Goals

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.

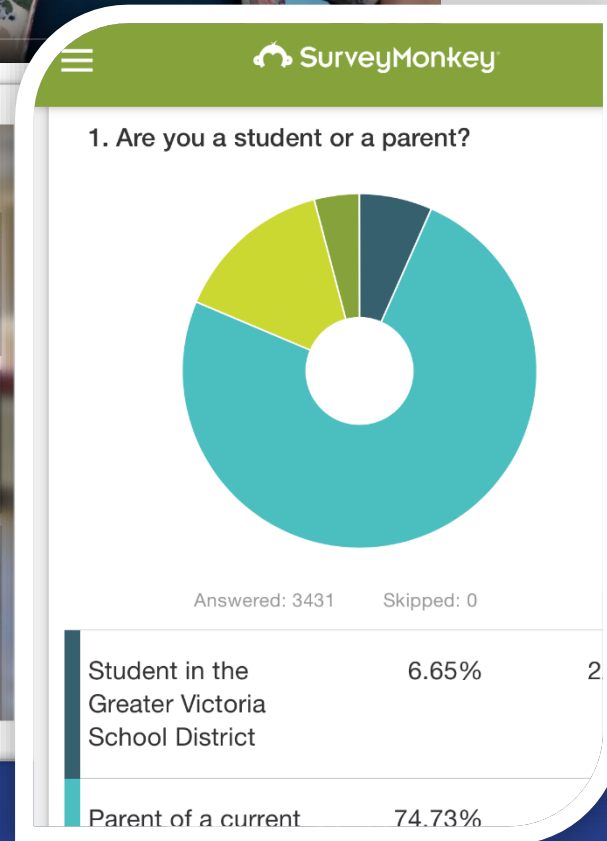
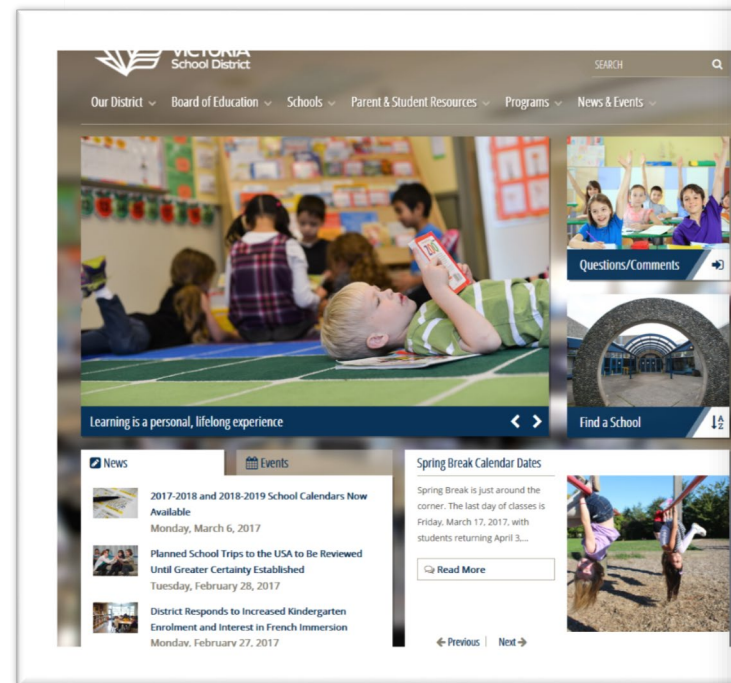
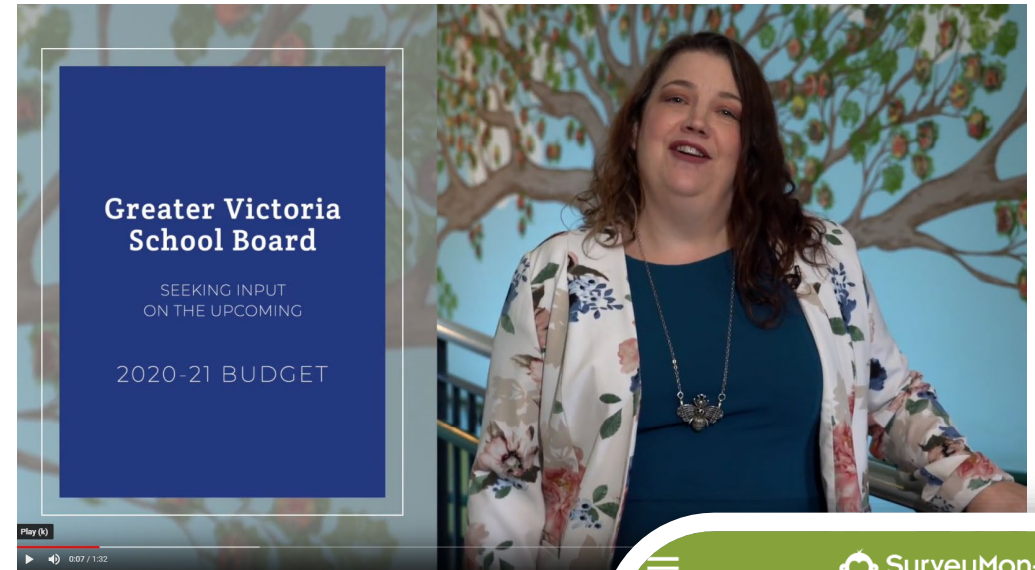


Introduction
Over the past year, the Greater Victoria School District has been conducting a catchment boundary review due to increasing student enrollment and limited space in some of its schools. The District last reviewed catchment boundaries approximately 20 years ago. Since then, there has been considerable growth in the Greater Victoria region and a significant increase in the District's student population. In the past four years, the District has seen nearly 1,000 additional students register in its schools. Some schools are full and long-term projections indicate a steady increase in the student population over the next 10 years. The purpose of the review has been to identify the need for space, to present options and to engage with the community in a discussion about the possibilities and feasible solutions that will help alleviate overcrowding in schools, balance enrollment across the entire District to prepare for future enrollment pressures, and provide the most optimal learning environment for all of its staff and students. This brochure outlines the Board of Education's final decision on the boundary review recommendations.



- Participation languages

%	Person Icon	Language
99%	(1704)	English
1%	(6)	Chinese Simplified
0%	(5)	Korean
0%	(4)	Italian
0%	(4)	Spanish
0%	(1)	Turkish
0%	(1)	Chinese Traditional
0%	(1)	Arabic
0%	(1)	Portuguese
0%	(1)	Persian
0%	(1)	Malayalam



Community

Summary of Goals

4. Students are involved in the design and delivery of the education system; “for students, by students”

- Superintendent meets regularly with secondary Student Representatives Committee to discuss issues and opportunities for students across all secondary schools.
- Encouraging students to be part of the District budget discussions; allow them to inform the Board’s decision-making.

- Understanding you may hold more than one role, which best describes your role?



%	Person Icon	Role
25%	(307)	Student
13%	(159)	Staff (CUPE)
13%	(167)	Staff (Teacher)
3%	(37)	Staff (Other)
42%	(527)	Parent/Guardian
0%	(0)	Esquimalt Nations
0%	(2)	Songhees Nations
2%	(23)	Community
0%	(2)	Trustee
2%	(27)	Other

Summary of Goals

5. Community partnerships support parent engagement, high student achievement and development of responsible, engaged citizens

- Educating the community about the value of public education and associated challenges and opportunities through routine and strategic media relations efforts.
 - *Every time we consult there is an opportunity to share our challenges and opportunities as we define our scope of engagement with the intended audience*
- Working with schools and community partners to have people participate in consultation,
 - E.g., Victoria High Visioning Group
- Building our relationships with agencies that rely on or share District related information:
 - City of Victoria – Free student buses
 - Real Estate Board/ Property Management Associations – Boundary Review
 - Island Health – Coronavirus
 - Police

Today's Landscape in Metrics



10,000+
participants in
online
engagements
over the past two
school years



Average
of **11**
media
requests
per week



4,759
followers on
Facebook



11,000+
participants
including open
houses and the
Inclusion Forum

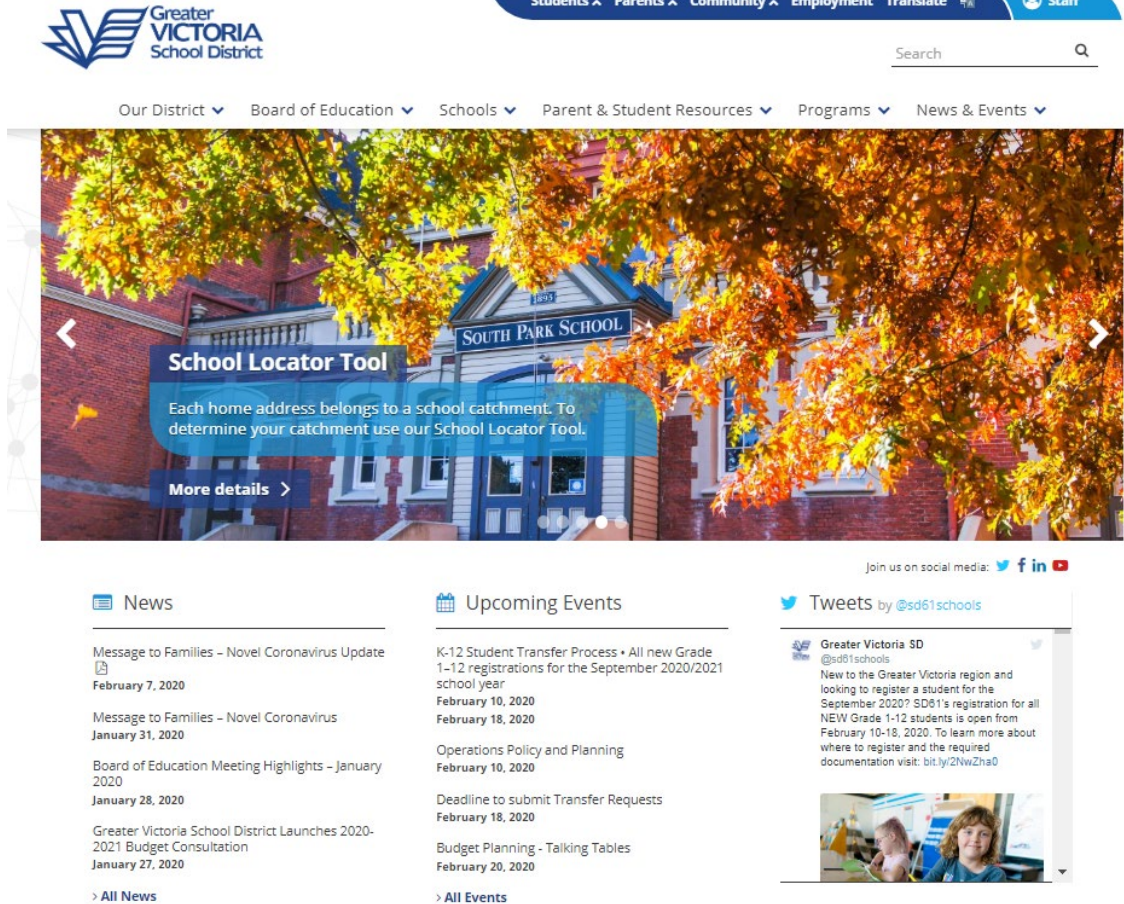


Over
150,000
monthly
visitors to
our website



4,475
followers on
Twitter

District Website



Average monthly sessions: 150,000
(includes summer break)

Average daily visits: 4,000 - 5,000 users

Average pages per visit: 1.9

Spike in page visits: 15,000+ visitors on
winter weather days

Popular pages: Staff Portal, School Locator
Tool, Catchment Boundaries

***Board Meetings – One of Top 10 pages
visited ***

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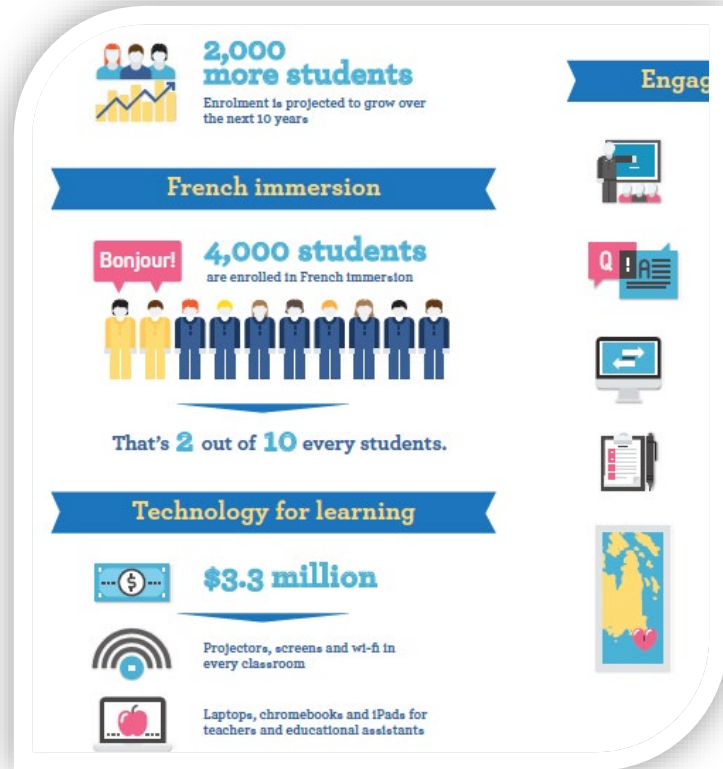


Social Media Channels



- Following continues to grow
- Welcomes comments, provides customer service
- Connects with partner organizations – helps us share news, announcements, celebrations
- Balance of immediacy and interest
- High Engagement:
 - Snow, Registration, Surveys, Lockdowns, Hold & Secures

Communications Support



Various District departments/ programs requiring communications planning support, e.g.:

- Annual Budget Process
- Careers and Transitions
- Emergency Communications
- International Student Program
- Inclusive Learning
- Transfer and Registration Process
- Human Resources
- Facilities

Four Types of Engagement



Consultation

Driven by strategic plan and core operations; which can also reactive

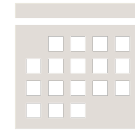
- Budget
- George Jay
- Boundary Review
- Vic High



Proactive announcements

Helps build profile, social media engagement and corporate reputational capital

- Back to School; Registration; School openings
- Partnering with the Ministry on events like Pink Shirt
- Snow day



Day to day

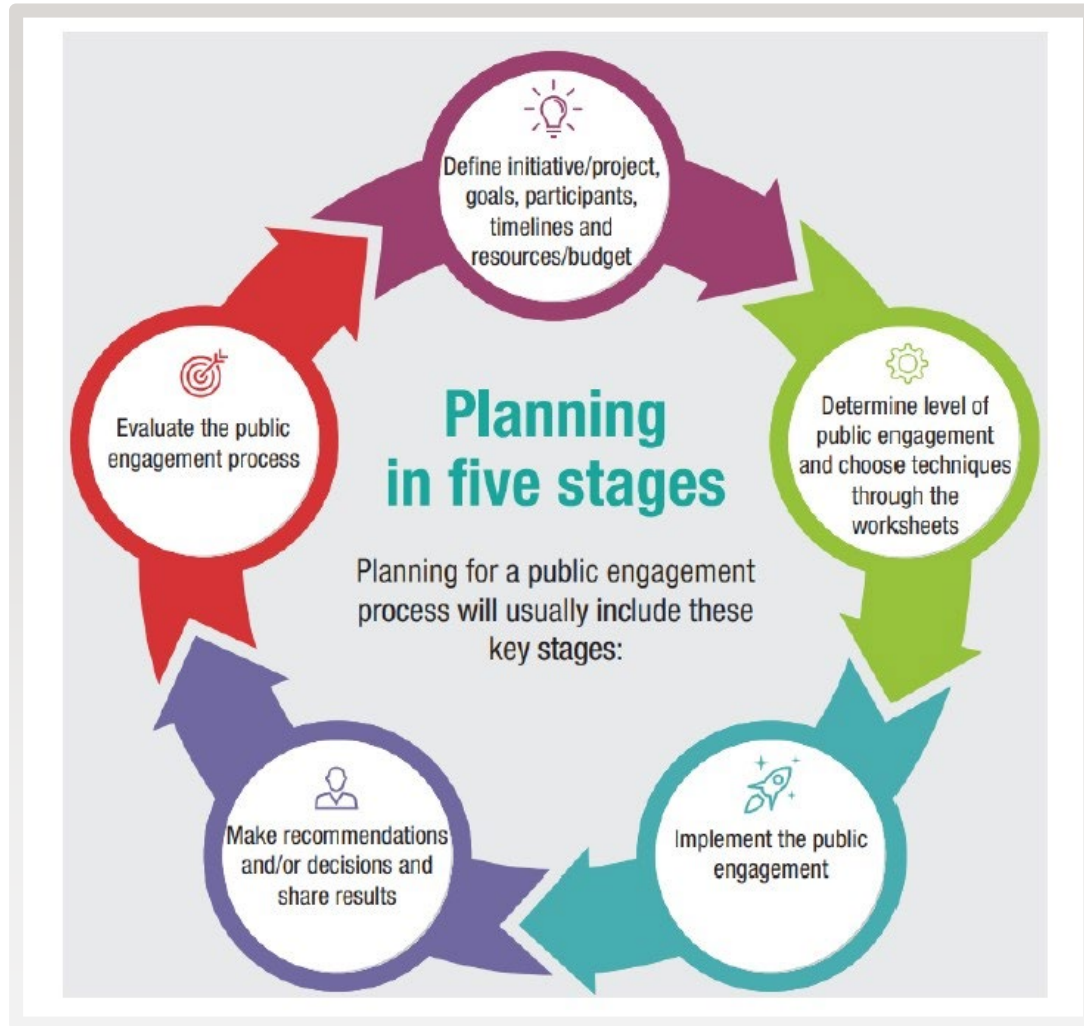
- Correspondence from leadership
- Overseeing general inquiries – Community inbox
- Updating web content
- Yearly cycle of announcements
- Event planning



Reactive, issues and crises

- Driven by media inquires and challenging topics
- Including a variety of topics –which all require research and strategy
- Issues notes, key messaging etc.

These are all two-way communications with our audiences, which build trust and shows accountability.



Best Practices for Consultation – Its All About Planning!

- Consultation must be decision based
- **Must be planned in advance**
- Planning creates discipline – clearly identify topics for consultation
- Consultation decreases politicization of the decision
- Consultation relies on good team collaboration in advance of going live



Continual Improvement: What We've Learned

Use communications and consultation best practices – IAP2, etc.

Plan far in advance (we are still working on this...)

Have strong staff and board participation

Keep things focused on information and dialogue, not grandstanding...

- Pavilion style with boards vs. town hall with power point

Be accessible, including the language

Always coordinate with partners, including the Ministry

Clearly define what a program etc. looks like, what the “givens” are and what components are in the “scope of engagement”

Have a multi-pronged approach; input provides a roadmap

It takes time and resources to engage broadly, effectively and consistently



Consultation Does Not Eliminate Opposition



In fact...it specifically seeks out different opinions



It does not eliminate the ability of specific groups to continue to disagree with SD61 actions



The purpose of good consultation provides data for better decision making

We Know We are Successful When...

- We win awards (Victoria High)
- Levels of participation continue to grow – continue attracting specific audiences on specific topics
- Media coverage is neutral to positive most of the time (knowing that conflict drives coverage)
- Ministry of Education is satisfied
- Other School Districts asking us for advice

On the Horizon



Upcoming Projects:

- Inclusion Survey
- Latest Strategic Plan
- Summer School

Seismic Projects:

- Shoreline
- Cedar Hill



Internal Engagement:

- Internal Hub (Intranet)


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



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](#)



What's Next

- Continue to apply best practices
- Start planning as early as possible; allow time for research
- Survey public to ensure the tactics we are using are working for them

Thank you!

One *Learning* Community

