

2019 -2020 Communications

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Grande Yellowhead Public School Division (GYPSD) is committed to open, honest and ongoing communication with its stakeholders. The division believes that maintaining a two-way conversation with stakeholders is essential for building strong relationships. Relationships are the cornerstone of a strong public school system. This daily work also supports the Board of Trustees' mission, vision, and values. The annual communications plan and its strategies align with the division's goals, and the board's three priorities of student learning, teaching and leadership excellence, and community engagement.

1. Student Learning

- GYPSD communicates their students' passion for life-long learning achievements, excellence in learning opportunities, and results from student learning indicators such as dropout rates, high school completion rates, student results from Provincial Achievement Tests and Diploma Examinations, and the percentage of students eligible to receive a Rutherford Scholarship.
- GYPSD students are active creators of their learning and demonstrate their knowledge in their role as proud, caring, and respectful ambassadors of their school and the school authority.
- Timely and effective programs and supports are available for students to learn and/or participate in their community.

2. Teaching and Leadership Excellence

- Staff have successful interactions with all stakeholders by fostering effective relationships, and the sharing of best instructional practices and their student achievements.
- The division provides professional development that is focused, systemic, and contributes significantly to staff's on-going professional growth and engagement in career-long learning.
- Inclusive learning environments are established with programs in place that are accessible and timely for those requiring additional resources and supports.

3. Community Engagement

- GYPSD celebrates the quality of education provided to each student on how they achieve their learning goals through public reporting on data and measures on topics including safe and caring schools, students' sense of citizenship, parental involvement, high school completion rates, scholarship eligibility, school improvement, provincial examinations and more.
- Strategies to address potential challenges in performance measures are shared to ensure that an accurate picture of the division is shared with the public which builds trust and support for the school authority.
- Demonstrates effective and positive working relationships through stakeholder involvement in local educational matters.

The 2019/2020 Communications Strategies:

1. Maintain and promote positive, collaborative relationships with all stakeholders to strengthen support for the Grande Yellowhead Public School Division.
2. Utilize a variety of media and strategies to maximize awareness and support of the division's goals, objectives and excellent educational programs.
3. Promote staff and school achievements through effective strategies to foster internal communication and employee engagement, as well as external pride in GYPSD.
4. Achieve coordinated communications, both internally and externally, regarding safety issues and crisis management.
5. Maintain a proactive media relations program to enhance the division's image on local, provincial and national levels.