

2020-21 COMMUNICATIONS PLAN



Grande Yellowhead Public School Division (GYPSD) is committed to providing accurate and timely information to its stakeholders. GYPSD strives to hear from stakeholders, celebrate students and staff, and share the successes of the Division.

Communications supports the Board of Trustees' mission, vision, and values.

VISION

Our Division endeavours to provide each student with the opportunity to fulfill their potential and pursue their dreams.

MISSION

We nurture each student's education and well-being within an inclusive rural learning community.

BELIEFS and VALUES

- The parent is the primary advocate of the child.
- Every individual has the right to a welcoming, caring, respectful, safe and inclusive learning environment.
- Rural communities contribute to the success of all our students.
- All students develop a passion for life-long learning, innovation and excellence.
- Learning is a shared responsibility between students, parents, schools and communities.
- Learners are well prepared for active citizenship.

The Annual Communication's 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.

Division Priorities Key Messages

1. Student Learning

Students are the core of the Division's work. GYPSD students are active creators of their learning and demonstrate their knowledge in their role as involved, caring, and respectful ambassadors of their school and the school authority.

- Engaging programs and timely supports are available for students to learn and participate in their community.
- Schools develop annual Continuous School Improvement Plans based on student data and in consultation with staff, parents, and school council.
- The Division is proud to communicate its results through the [Annual Education Results Report](#).



2. Teaching and Leadership Excellence

The Division encourages and provides professional development that is focused, systemic, and contributes significantly to staff's on-going professional growth and engagement in career-long learning.

- Schools effectively manage communication platforms to keep students, parents and community members informed of school and Division events.
- Recognition events celebrate student and staff achievements.



3. Community Engagement

GYPSD is proud of the quality of education provided within the five zones that make up the Division and values strong relationships with stakeholders and community members.

- Strategies to address potential challenges in performance measures are shared with the public which builds trust and support for the school authority.
- GYPSD reports 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, and provincial examinations.
- The Division maintains an informative and responsive website that is easy to navigate.
- Schools are inclusive learning environments that support partnerships and programs that are meaningful for the community.



2020/2021 Communication Strategies



1. Host annual Community Engagement events in each of the five zones to ensure all voices and ideas have the opportunity to be heard and are respected.
 2. Maintain and promote positive, collaborative relationships with all stakeholders to strengthen support for Grande Yellowhead Public School Division.
 3. Utilize a variety of platforms and strategies to maximize awareness and support of the Division's goals, objectives and excellent educational programs.
 4. Promote staff and school achievements through internal communication and employee engagement to generate external pride in GYPSD.
 5. Achieve coordinated communications, both internally and externally, regarding safety issues and crisis management.
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**For more information, please contact:
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