



Strategic Communications Plan 2021-2026

Background



The Plan is informed by:

- Goals of the Multi-Year Strategic Plan
- Previous Communications Plans
- The collaboration of the Strategic Communications Plan Ad Hoc committee, with representatives across the district
- Input from GEPIC, SEAC, IEAC

The Plan will address:

- Fundamental goals established in the Multi-Year Strategic Plan
- Goals around Learning, Well-Being and Belonging
- Actions and success criteria demonstrating how communications supports Grand Erie's vision to Learn, Lead and Inspire





Multi-Year Strategic Plan

Communications Goal:

- To enhance Grand Erie's position in its communities as a learning, leading and inspiring organization.

Strategies in Action: **How will we achieve this goal?**

- Drive stakeholder engagement in the vision and consistently connect communications to vision.
- Focus on data-driven decision-making tools and opportunities.
- Support effectiveness of communication with all communities.

Success Criteria: **How will we know we are successful?**

- Schools, departments and communities embrace our vision and mission.
- Streamlined communication across all channels with appropriate volume, focus and timing.
- Communications channels are simple, targeted and understood.



Learning, Leading and Inspiring

Learn

- Understand web and social use through regular review of analytics.
- Increase ways to connect the vision to communication.
- Research and implement more data-driven tools for communication.

Lead

- Refine internal news channels, find balance between information needs and overwhelming information.
- Revise internal staff portal, develop standards for content and organization.
- Connect the vision implicitly and explicitly to all communication channels.
- Build communications around analytics-friendly channels.

Inspire

- Empower staff to see themselves and their roles in Grand Erie's vision and mission.
- Communications channels demonstrate a board committed to learning, leading and inspiring.



Learning



Learning – New Approaches

Goal:

Define and enhance existing communications channels to bring consistency, cohesion and predictability, in line with stakeholders' expectations.

Learn

- Determine how stakeholders currently find and share information, what their preferences are.

Lead

- Develop consistent 'voice' in communications, appropriate to various platforms and channels.
- Inform use of platforms/channels with user data and analytics.
- Develop school-year editorial calendar driving focus for communications channels.

Inspire

- Ensure the mission and vision of Grand Erie's Multi-Year Strategic Plan is appropriately embedded in communications efforts.



Learning – Connecting with Communities

Goal:

Support schools in communicating most effectively with parents/guardians and new families.

Learn

- Survey schools, school communities to understand current communications practices including frequency, channels and audience needs to determine opportunities for enhancement.

Lead

- Communicate with stakeholders in ways that best meet specific needs.
- Enhance Administrator's Toolkit to include relevant samples, templates, Multi-Year Strategic Plan messaging, etc.

Inspire

- Ensure processes allow for meaningful two-way communication, wherever possible.
- Multiple avenues, options for receiving, acting on information shared.
- Create content schools can individualize and share with their communities.



Learning – Kindergarten Registration

Goal:

Support increased enrolment growth in Kindergarten.

Learn

- Uncover data to support understanding of baseline, enrolment trends.

Lead

- Build yearly plan to highlight general awareness, specialized programs, differentiators.
- Share the Kindergarten experience through digital and traditional channels.
- Support with advertising spend.

Inspire

- Increased awareness and enrolment in Grand Erie Kindergarten programs.



Learning – Secondary Registration

Goal:

Position Grand Erie secondary schools as the option of choice for education in the district.

Learn

- Uncover data to determine who's going where and why.
- Understand the Grand Erie and school-specific differentiators.

Lead

- Develop specific communications plan to support secondary registration.
- Develop toolkit (social, web, digital) and support school-specific outreach.
- Build communication around student voice.
- Invest in promotion and advertising.

Inspire

- Demonstrate Grand Erie secondary schools as the option of choice for learning, well-being and belonging.
- Support increased secondary enrolment.



Learning – Professional Development

Goal:

Support awareness of and participation in professional development and learning opportunities available to staff.

Learn

- Connect with professional-development leaders to better understand process and offerings.

Lead

- Support more effective communication of opportunities – better use of existing channels, evaluation of new channels.

Inspire

- Increased use of professional development through greater awareness and excitement.





Well-Being - Specialized Programming

Goal:

Support awareness of specialized programming available to Grand Erie students.

Learn

- Develop roster of programs, evaluate target audiences and differentiators.

Lead

- Develop schedule of success stories in specialized programs.
- Communicate right program information to right audiences.

Inspire

- Web, social media and media stories showing communities how Grand Erie supports all students' success.

Well-Being - Improved Website



Goal:

Develop website functionality to better meet the needs of external stakeholders by providing easy-to-navigate, up-to-date information and resources.

Learn

- Find out specific needs of stakeholder groups and schools.
- Source best-in-class platform.

Lead

- Set up process for dept/programs to review and update content.
- Establish process for content vetting.
- Revitalize specialized sections (Indigenous Ed, etc.).

Inspire

- Develop and deliver a website that reflects Grand Erie's vision and mission and serves the needs of stakeholders and audiences.



Well-Being - Social Leadership



Goal:

Develop a leading social media presence for Grand Erie.

Learn

- Research/learning to develop data on use of existing platforms, value of alternate platforms, audiences.

Lead

- Develop and deliver targeted social campaigns.
- Focus on channels most relevant to schools and communities.
- Support learning and social delivery for schools.

Inspire

- Engaging social media channels that inspire two-way communication
- Social channels recognized and respected as a source of reliable and timely information





Well-Being – Media Partner

Goal:

Be a responsive and collaborative partner for media stakeholders.

Learn

- Organize media list around geographies, impact, relevance, reach.

Lead

- Develop more impactful stories targeted media want to run.
- Develop and deliver media tour, lunch and learns to build relationships and positive impact with media.

Inspire

- More frequent positive impressions of Grand Erie in key media.



Belonging - Indigenous Education



Goal:

Support awareness of Indigenous Education resources within schools, and Indigenous Education activities throughout our communities.

Learn

- Develop Indigenous Ed specific communications plan.

Lead

- Build overall awareness internally and externally.
- Bring Indigenous voices to the front.

Inspire

- Position Grand Erie as a leader in supporting Indigenous education – locally and provincially.
- Support Belonging goals from the Multi-Year Strategic plan.



Belonging - Newcomers



Goal:

Support the development of a positive and welcoming experience for students and families new to Canada and Grand Erie.

Learn

- Monitor data to understand key demographics, geography and languages.

Lead

- Clarity and simplicity in language and outreach.
- Key information available in multiple languages.
- Support the welcoming of newcomers to Grand Erie.

Inspire

- Every community can see themselves in Grand Erie, and understand what Grand Erie has to offer.
- More material available in multiple languages.



Belonging - Re-cruit and Retain Staff



Goal:

Support employee recruitment and retention by positioning Grand Erie as an employer of choice across the region.

Learn

- Understand key audiences and drivers.

Lead

- Develop branded and inspiring information pieces for recruitment.
- Support an attractive hiring environment with easy to access/use information.

Inspire

- Position Grand Erie as an innovator in recruitment and retention.
- Empower and engage employees with information and support.

