



...Creating Futures

Communications Plan

Our History:

Enhanced internal and external communications was validated by the Council as a key regional priority in 2001. A comprehensive regional Communications Plan was developed in consultation with the Principals, DEAs and the approval of the Council. The Plan continues to be implemented to support and promote our schools, their successes, and promote regional accomplishments.



What We've Done:

- ✓ Established Communications Advisory Committee consisting of South Slave Principals.
- ✓ Maintained ongoing and proactive dialogue with South Slave media to promote and showcase regional and school based activities.
- ✓ Developed "Council Vision" theme-based poster for distribution to schools, DEAs, and other stakeholders.
- ✓ Conducted review and re-design of the Council's website.
- ✓ Provide ongoing public relations support to regional committees and school staff when requested.

Our Goal

"Our goal is to cultivate a positive public image and promote an ongoing and sustained network of communication and support for education in the South Slave Region, relevant to both internal and external stakeholders."

"The greatest problem with communication is the illusion that it has been accomplished."

Where We're Going:

- **School Focused Resources**
Based upon consultation and feedback with South Slave Principals, developing School Spirit Posters to be utilized as a tool to showcase school successes, to outline school programs, and present a school identity to multiple stakeholders.
- **Regional Program Public Relations Resources**
In consultation with Regional Coordinators, and upon feedback from their respective committees develop promotional information resources to raise awareness and profile of the Council's regional program priorities, including: Homework and Study Skills, Career Development, Literacy, and Student Assessment.
- **Communications Advisory Committee**
Optimize the efforts of this committee to develop effective and regular communications and media relations resources and strategies throughout the South Slave K-12 education system.
- **Spreading the News**
Continue to develop and enhance ways to share the good news happening in our schools – integrated use of Council website.