



COMMUNICATIONS PLAN 2023-2026



AN INNOVATIVE, INSPIRING AND
UNIFIED LEARNING COMMUNITY

DISTRICT CORE VALUES

In partnership with students, staff, and families, the District is committed to the following:

INTEGRITY:

- Accepting
- Respectful
- Kind
- Trustworthy

EXCELLENCE:

- Success
- Effort
- Engagement
- Hope
- Adaptability
- Achievement

COURAGE:

- Creativity
- Inspirational
- Critical Thinking
- Problem Solving

COMMUNITY:

- Connection
- Relationship
- Caring
- Collaboration
- Inclusive
- Teamwork
- Belonging
- Partnership



THE PURPOSE

The purpose of the plan is to outline communications objectives and strategies for the 2023-2026 school years and is aligned with the District's Strategic Plan.

The plan is created in consultation with the Superintendent of Schools and the Board of Education and reflects the District's mission "To inspire all learners to reach their full potential and create a positive legacy for the future" as well as Core Values: Integrity, Excellence, Courage, and Community.

The communications plan will be reviewed annually. There are no exact timelines for the implementation of certain strategies, but the overall goal is to achieve these over the next four years. Communications planning is best viewed as a cyclical process that is woven throughout the day to day and annual operations of the District.

This involves a continuous effort to identify goals and intents, research and implement strategies, and evaluate success of the engagement efforts of the District and Board of Education.

BACKGROUND

There have been significant communications improvements in the District since the last four-year plan was developed.

HIGHLIGHTS/STRENGTHS

- General District Communication to Students/ Parents/Guardians
- Emergency and Crisis Communications to Students/ Parents/Guardians
- Positive news stories on the District website
- Positive news stories on social media
- Positive news stories in the local media
- Social media analytics (growth in followers, engagements, and other metrics)
- District and StaffNet Website traffic
- District consultation, surveys, information sessions (growth in attendees, respondents, and engagement)
- Translation services for communications of high priority
- Use of District Communications tools (e.g. SchoolMessenger, Microsoft Teams, Social Media)

AREAS FOR IMPROVEMENT

- Internal communications with staff at all levels
- External communications with all audiences
- Building staff capacity to use District communications tools
- Knowledge enhancement and usability of District website
- Knowledge enhancement and usability of StaffNet
- Equal coverage of schools in telling our story
- Promoting equity, diversity, and inclusion (education, initiatives and events)
- Promoting Indigenous Worldviews and Perspectives and Truth and Reconciliation (education, initiatives, and events)





AUDIENCE

- Students
- Parents/Guardians
- Staff
- Partner Groups (CUPE 1260, CUPE 1851, DPAC, Exempt Staff, LPVPA and LTA)
- Government and Community Groups (Township/City of Langley, RCMP, Ministry of Education and Child Care)
- Community Partners
- Local First Nations and ya:ȷəstəl' (Aboriginal Advisory Committee)
- Public

KEY MESSAGES

- An innovative, inspiring and unified learning community
- Inspire all learners to reach their full potential and create a positive legacy for the future
- Relevant, meaningful choices for students ignite a lifelong passion for learning
- Learning takes place through flexible and connected environments
- Learners are knowledgeable, skilled and innovative
- Our schools foster an inclusive and nurturing culture
- The Board of Education provides caring, safe and welcoming schools
- The Board of Education provides educational opportunities to improve student success
- The Board of Education proactively plans for maintaining healthy and sustainable schools
- The Board of Education is committed to responsible stewardship of resources
- Creating compassionate and inclusive social and academic learning communities that provide access for every learner (Ensouling our Schools)

INTENTS

- Clear, consistent, and concise messaging
- Informative, accurate, and effective messaging
- Timely and proactive distribution
- Caring, thoughtful, and trauma-informed messaging
- Foster collaborative communications and relationships
- Earn and maintain trust
- Create opportunities for engagement
- Value diverse opinions and feedback
- Strive to make all parties feel heard and included
- Foster a culture of mutual respect
- Share our goals and celebrate our successes

NEEDS/OPPORTUNITIES

- Conduct a communications audit
- Find strategies to increase opportunities for engagement
- Encourage professional development and capacity building
- Explore new technology for support

COMMUNICATIONS OBJECTIVES & STRATEGIES

I. CELEBRATE OUR STORY

Increase awareness of positive stories related to the Langley School District that exemplify our Core Values: Integrity, Excellence, Courage and Community.

Increase awareness of student work, achievements, and programs, and maintain a positive narrative in traditional media, social media, and on the District website.

STRATEGIES

- Maintain social media plan, guidelines, and calendar
- One-a-day rule for social media posts on all channels
- One-a-week rule for blogs and videos on all channels
- Create and implement campaigns to highlight noteworthy items or departments on social media (e.g. “Did you know,” “Facilities Fridays” and other campaigns)
- Create opportunities to encourage administrators, managers, and staff to submit photos, videos, or stories
- Maintain a social media tracking spreadsheet to ensure we are giving equal coverage of schools across the District
- Maintain the Framework for Enhancing Student Learning website to communicate student learning
- Maintain the Strategic Plan website to communicate the District and Board’s goals and actions
- Collaborate with the Ministry of Education and Childcare to celebrate positive announcements through events
- Use traditional and social media advertising to promote registration for programs/events/initiatives when appropriate
- Promote student work, programs, and events to local and regional media when appropriate
- Share relevant positive stories in the media about the District and schools
- Promote the District’s early learning education programs, initiatives, and events
- Promote the District’s career education programs, initiatives, and events
- Use the School Board Office glass case in lobby to feature student artwork and achievement

Increase awareness of board activities, roles, and responsibilities.

STRATEGIES

- Create opportunities for the Board of Education to:
 - Communicate messaging to audiences (e.g. Welcome Back Messages, Holiday Messages, Year End Messages)
 - Explain the roles and responsibilities of the Board of Education through various communications channels (e.g. newsletter, social media)
 - Explain noteworthy information/decisions passed by the Board (e.g. District calendar, policies, budget)

SOCIAL MEDIA AT A GLANCE



Followers:
11,000

▲ 83% from 2019

Posts:

▲ 222% from 2019

Impressions:

▲ 217% from 2019

Reach:

▲ 210% from 2019



Followers:
7,300

▲ 46% from 2019

Posts:

▲ 217% from 2019

Impressions:

▲ 105% from 2019



Followers:
5,600

▲ 65% from 2019

Posts:

▲ 223% from 2019

Impressions:

▲ 229% from 2019

Reach:

▲ 232% from 2019



Subscribers:
433

▲ 621% from 2019

Impressions:

▲ 575% from 2019

Post impressions are described as the number of times your account is displayed on a screen or device, while post reach is the number of people who see your content.

**All data provided by Hootsuite Analytics*

2. ENHANCE OUR BRAND

Enhance the image and public opinion of the Langley School District.

Increase brand awareness and visibility.

STRATEGIES

- Distribute the District's brand guidelines and communicate to internal and external audiences when necessary

- Create a District introduction video annually and house it on the main page of the District website
- Communicate to internal staff and the Board of Education the importance of brand management

Increase public trust in the District and Board of Education.

STRATEGIES

- Review the agenda in advance of Board meetings and be proactive regarding the crafting of key messaging when necessary
- Inform Board and District leadership of any potential issues and assist with key messaging when necessary
- Monitor media daily for potential educational issues which could impact the District and Board and assist with key messaging when necessary
- Livestream Board meetings and provide open, transparent communication
- Post summaries of Board meetings highlighting information and decisions that are of interest to stakeholders
- Report any critical complaints/feedback collected to District leadership and the Board (public consultation, website, email, social media, in-person)
- Respond to complaints/feedback in a timely manner with clear, concise and accurate information (public consultation, website, email, social media, in-person)



Increase positive media coverage.

STRATEGIES

- Use media monitoring system to its full potential to monitor, track, evaluate, and analyze trends (positive, neutral, negative)

- Promote positive media coverage that highlights collaboration with the Township/City of Langley
- Invite media to attend newsworthy events or promote stories about District programs/initiatives/staff/students

Facilitate transitions and foster positive reactions to systemic change.

STRATEGIES

- Be proactive and communicate important information and District/Board news in a clear, concise and timely manner through a variety of channels to target audiences (website, social media, administration/schools, direct emails, parent information sessions if necessary – e.g. Kindergarten registration, report cards, District calendars)

Improve staff and community satisfaction with District communications.

STRATEGIES

- Conduct a satisfaction survey for staff and families evaluating quality/quantity of District communications methods
- Review and implement changes to communications methods based on satisfaction survey
- Audit the District website for glitches, errors, and outdated information

3. PROMOTE HEALTH, SAFETY, AND WELLNESS IN OUR SCHOOLS

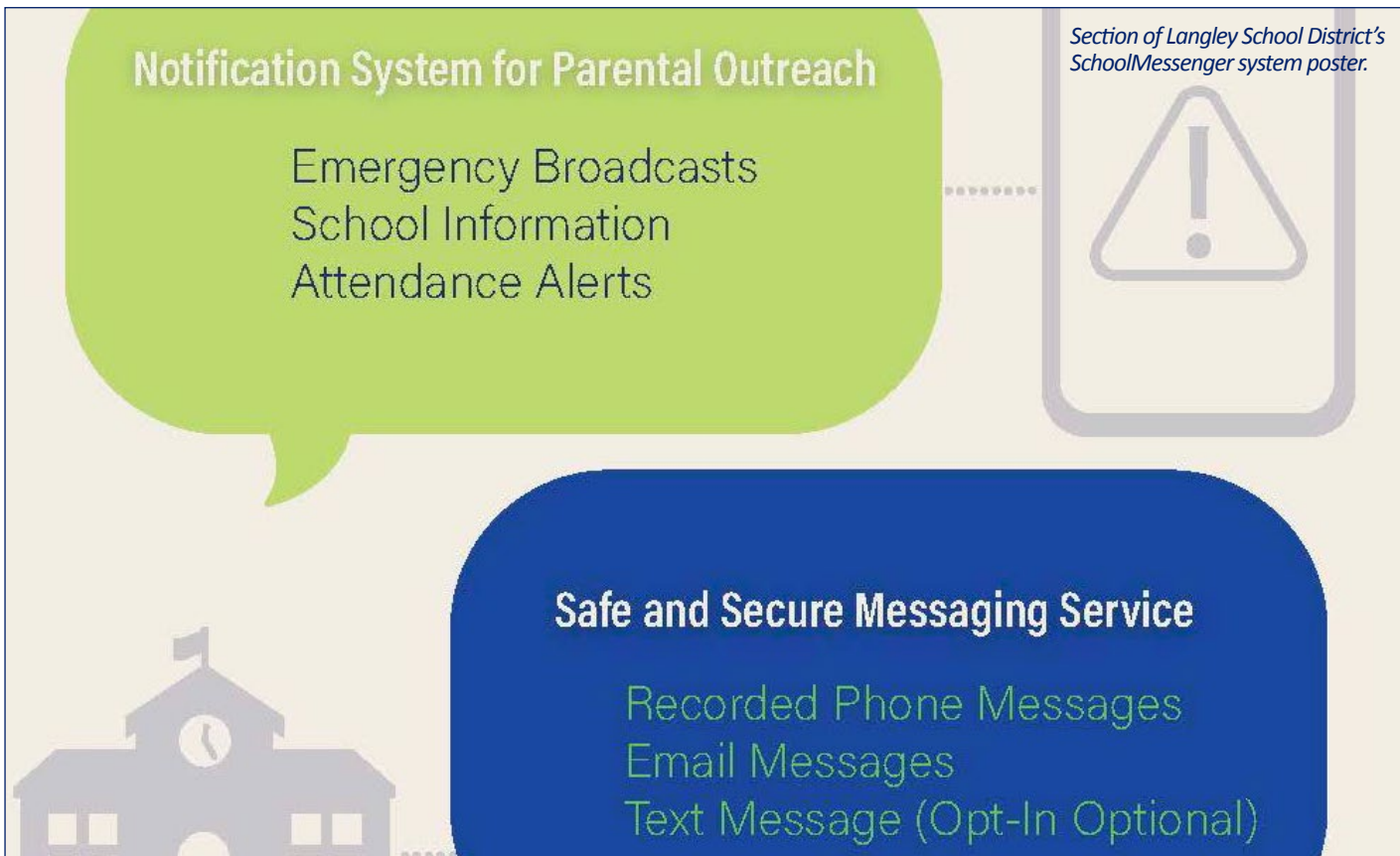
Deliver fast and effective communications to stakeholders in emergencies or health and safety crises.

Ensure District Emergency Response Manual and related communications procedures are up-to-date.

STRATEGIES

- Work with Health & Safety Manager to review and update Emergency Response Manual when needed, particularly in relation to communications procedures
- Work with District Leadership Team to review and update emergency response communications procedures when needed
- Work with the District Emergency Preparedness Committee to review and gather feedback on emergency response communications procedures when needed
- Work with the Township/City of Langley, Fire departments, Langley RCMP, and other applicable authorities, particularly in relation to emergency response communications
- Debrief, review, and assess emergency response communications procedures with applicable staff after incidents of significant impact (e.g. fuel spill, lockdown)





Increase administrator and staff awareness and understanding of communications related emergency response procedures.

STRATEGIES

- Communicate emergency response communications procedures to administrators annually prior to the start of a new school year

- Inform administrators of the role and responsibilities of communications in emergency response
- Post emergency response procedures in a clear, concise and engaging format on StaffNet or via other methods of communications with staff annually

Increase parent/guardian and student awareness of procedures, emergency drills, controlled release, muster points, parent marshalling sites, and expectations for communication during emergencies.

STRATEGIES

- Communicate emergency response information to parents/guardians at the start of the school year (e.g. definitions of Lockdown, Shelter in Place)
- Post emergency response information annually in a clear, concise, and engaging format through various channels including District website and individual school site alert banners, social media (e.g. definitions of Lockdown, Hold and Secure)

Communicate urgent messages and instructions to parents/guardians in a timely manner during emergencies.

STRATEGIES

- Use SchoolMessenger to communicate with parents/guardians during and after emergencies as needed (e.g. power outages, road closures, and lockdowns)
- Use traditional media, social media, and District and school websites to communicate with parents/guardians during emergencies as needed

4. STRENGTHEN OUR RELATIONSHIPS

Develop and strengthen collaborative relationships with stakeholders.

Internal Audiences

Increase staff awareness of Board and District plans and activities.

STRATEGIES:

- Post summaries of Board meetings, highlighting information and decisions of interest to staff in a quarterly newsletter on StaffNet

- Increase efforts to connect with and consult staff in decision-making processes undertaken by the Board and District when applicable
- Work with the Board's Communications Committee to enhance communication among Board, District and employee partner group representatives
- Communications Manager to attend the Board's Communications Committee meetings

Enhance interdepartmental connections and communications.

STRATEGIES:

- Create a quarterly newsletter for staff which includes important information, operational updates, events, and stories relevant to staff

- Work with the Human Resources department and other departments, as needed, to develop communications strategies to increase staff connectedness, belonging, and engagement



External Audiences

Increase public awareness of Board and District plans and activities.

STRATEGIES

- Engage stakeholder groups in development and/or sharing of feedback on District/Board reports, plans, budgets and financials (e.g. District Calendar, Budget)

Enhance connections and communications with families and other community members.

STRATEGIES

- Ensure awareness of ways to communicate with school and the District (teacher/administrator, District website feedback form, social media channels direct message/comments)
- Create a quarterly newsletter which includes important operational updates, events, and stories relevant to external audiences
- Communicate awareness of District partnerships and programs with post-secondary institutions, local business, and other possible opportunities (e.g. share content related to partnerships on social media)
- Communicate awareness of community related initiatives and events that are relevant to audiences (e.g. share content that is not directly related to District but appeals to audiences such as Township/City of Langley summer camp registration or stalów Pow-wow)
- Utilize livestream system for District events offsite if and when it adds value and is feasible to make it accessible to external audiences
- Consult with the community on capital projects, District configuration plans, and/or any important issues that impact the District (e.g. community consultation)
- Communications Manager to continue regular meetings with Township/City of Langley, and RCMP Communications Staff
- Utilize parent communication networks by working with and supporting DPAC and PAC initiatives (e.g. attend DPAC meetings when needed, send out parent communication when needed)
- Create opportunities to increase social media followers and engagement on channels



5. BUILDING OUR CAPACITY

Provide training and support to internal and external audiences in order to increase engagement and help all learners reach their full potential.

Internal Audiences

Enhance capacity of District Communications team.

STRATEGIES

- Offer professional development courses in Social Media and Website Analytics for Communications Specialist staff

- Offer professional development via Canadian Association of Communicators in Education memberships for Communications staff
- Offer professional development in Indigenous Worldviews and Perspectives, Truth and Reconciliation, Anti-Racism, and Diversity, Equity and Inclusion for Communications staff

Enhance knowledge of Communications staff, strategies, tactics and tools.

STRATEGIES

- Outline roles and responsibilities of Communications staff to administrators and support staff

- Continue to consult, advise and assist internal departments on communications plans, strategies, tactics, and tools to increase engagement (e.g. Human Resources, Instructional Services, programs, schools)

Enhance knowledge and capacity of schools and departments staff on Communications strategies, tactics, and tools.

STRATEGIES

- Continue to audit school sites for glitches, errors, and outdated content and track which schools require more support
- Offer training sessions in Wordpress for applicable staff

- Create a media kit on StaffNet which will include style and branding guidelines, best practices on communications, social media usage, photo, video and blog writing, as well as communications plan templates for events/initiatives
- Create blog guidelines and share communications best practices and encourage staff members to submit blogs for StaffNet or the District site
- Assist Human Resources in enhancing recruitment strategies and promoting career opportunities

External Audiences

Enhance knowledge of the District website and education related matters.

STRATEGIES

- Promote ongoing information, instructions, and parent/guardian support of K-12 student assessments and the reporting process

- Provide ongoing information, instruction, and parent/guardian support for systems such as MyEDBC, SchoolCash Online, and registration for school and transportation

6. PROMOTING TRUTH & RECONCILIATION

Increase awareness of the District's commitment to the journey of Truth and Reconciliation in our schools and helping fulfill the concept of "Every Child Matters."



STRATEGIES

- Enhance knowledge of the District's commitment to Truth and Reconciliation through education, initiatives, and events
- Enhance knowledge of Indigenous Worldviews and Perspectives through education, initiatives, and events
- Promote and celebrate the District's Aboriginal Achievement Awards and highlight the successes of Indigenous students in schools

“OUR SCHOOLS FOSTER AN INCLUSIVE & NURTURING CULTURE.”

7. PROMOTING DIVERSITY, EQUITY & INCLUSION

Increase awareness of the District's commitment to diversity, equity, and inclusion in our schools and helping ensure all students feel a sense of belonging

STRATEGIES

- Promote Ensouling Our Schools in District communications
- Enhance knowledge of the District's commitment to Anti-Racism and Inclusion through education, initiatives, and events
- Promote the work of the District's Inclusive Education Committee
- Promote the work of the District's 2SLGBTQ+ Committee
- Promote the work of the District's Accessibility Committee
- Promote the work of the District's Anti-Racism working group
- Promote the District's Diversity Calendar and communicate important dates when applicable



CHALLENGES

PUBLIC SKEPTICISM

In order to earn the trust of the community, it is important to stay true to the goal of communicating honestly and openly. By ensuring the transparency of decision-making processes and increasing opportunities for open communication, the District may increase public and staff confidence and overcome any skepticism.

UNDERSTANDING THE PUBLIC'S ROLE IN DECISION-MAKING

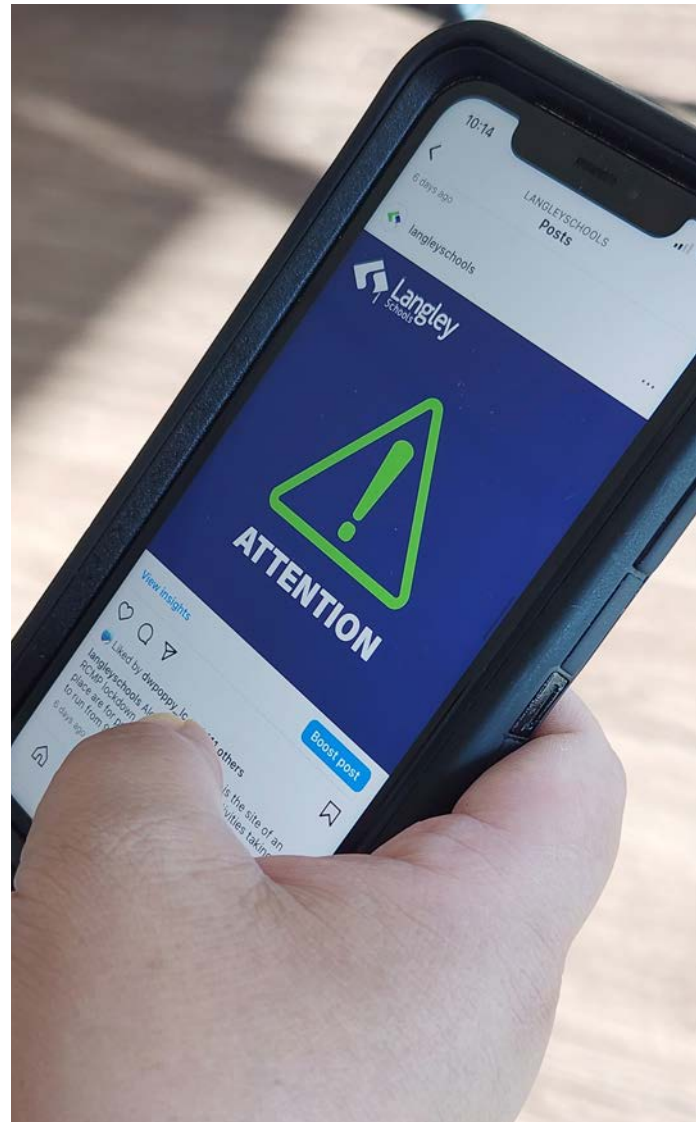
It is important that the Board of Education and District share a common understanding of the public's role in decision-making processes and the opportunities for public engagement, and that these be clearly articulated. Fostering ongoing dialogue with those affected by decisions may reveal previously unidentified challenges and concerns. Such discussions may also deepen community connections, develop positive relationships and advocates, and help generate support for future endeavors.

KEEPING UP WITH TECHNOLOGY

Advancements in technology are ongoing in relation to communication methods and tools. It is important to be aware of emerging trends but mindful that new technology is not always needed, comes at a cost, and requires capacity of staff for training. It is necessary to continue to review communications methods to ensure the needs of diverse audiences are met.

RESISTANCE TO CHANGE

Resistance to change is natural and should be expected. By working with internal and external stakeholders to communicate the rationale for changes and a connection to the District's long-term plans, concerns may be addressed which broaden acceptance of the need for change.



SCOPE OF STRATEGIES

The recommended strategies within the District Communications Plan are both broad in scope and ambition. Effective communication requires significant effort and the achievement of identified goals will rely on agreement, support and collaboration among multiple departments and schools across the District.

MEASUREMENTS & EVALUATIONS

- Feedback from communications survey for families
- Feedback from communications survey for staff
- Social media analytics
- Feedback from social media messages/comments
- Feedback from District website online form
- Feedback from partner groups and DPAC
- Feedback from community consultations or information sessions
- Attendance/participation at events
- Registrants in programs
- Media coverage
- Word-of-mouth in the community



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