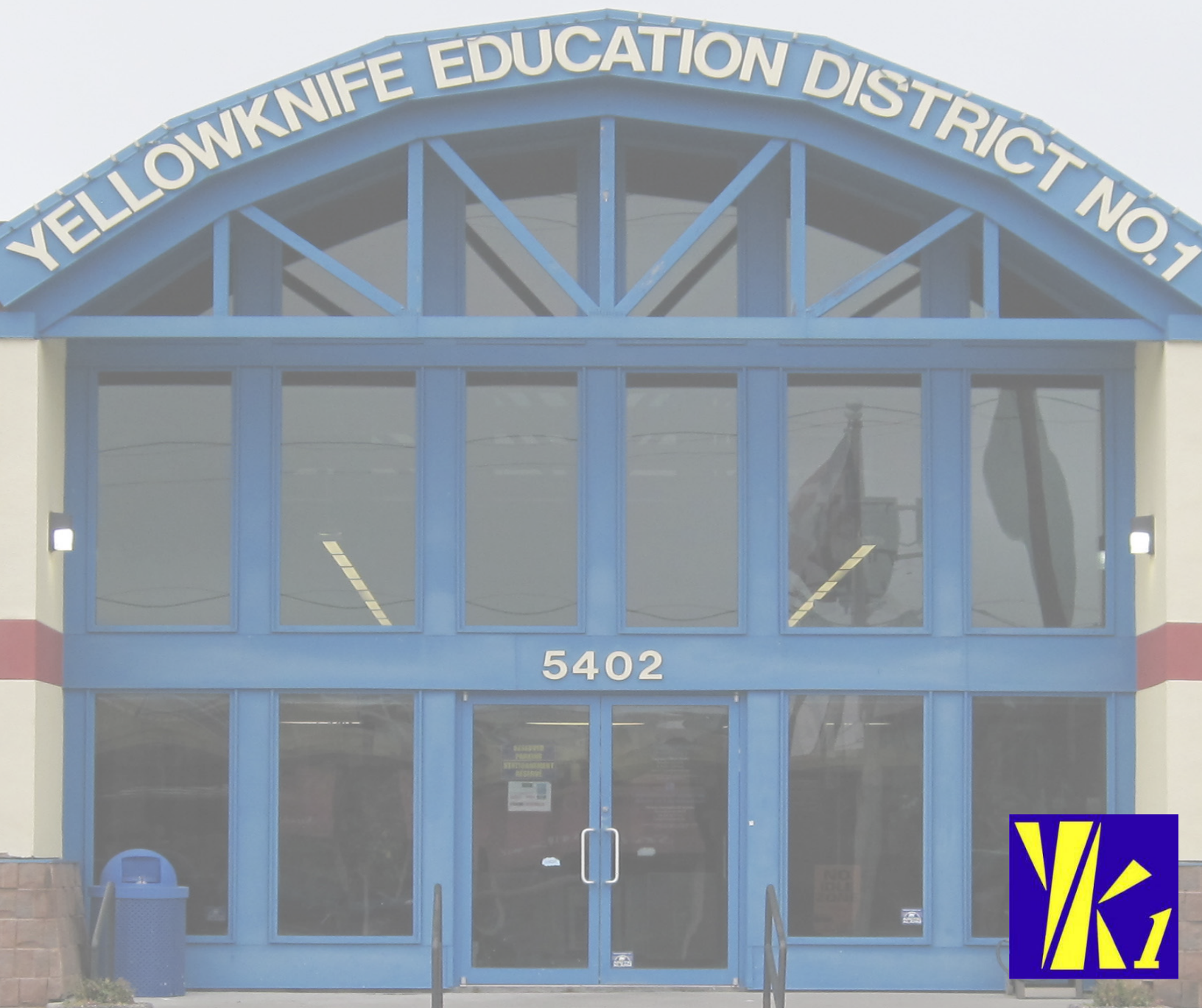


# Communications Plan

Yellowknife Education District No. 1



## **YELLOWKNIFE EDUCATION DISTRICT NO. 1 (YK1)**

Since 1939, YK1 has provided quality education in Yellowknife by ensuring that all students receive the best possible educational programs, experiences and opportunities. Currently, YK1 operates six schools and provides contract superintendency services to nearby community schools in Ndilo and Dettah. YK1 provides learning to over 2,100 students from junior kindergarten to Grade 12 every day. The school district believes in and respects the diversity, identity and growth of all learners, and works to equip students with the tools they need to become lifelong learners. At YK1 we are always “educating for life!”





## **PURPOSE OF COMMUNICATIONS PLAN**

YK1's Communications Plan is a living document that outlines how the district office and schools can best reach their target audiences - local families. With an ever-evolving communications landscape, it's important to know how to reach key stakeholders. Effective community engagement helps inform Board priorities, and enhances the breadth of experience for students while providing them with more opportunities to contribute to the community. This plan provides a framework to help YK1 communicate its messages to internal and external audiences.

## TARGET AUDIENCES

1. YK1 & Local Families (Students & Parents/ Guardians)
2. YK1 Staff (Including Trustees & Senior Administration)
3. NWT Education Bodies
4. Northwest Territories Teachers' Association (Union)
5. United Steel Workers (Union)
6. Municipal, Territorial & Federal Government Partners
7. Business & Community Partners & Agencies
8. Media
9. Other Key Stakeholders





## **METHODS OF COMMUNICATION**

1. District Office & School Websites & E-Newsletters
2. District Office & School Social Media Pages (Facebook, Twitter, Instagram & YouTube)
3. District Office & School Printed & Digital Newsletters
4. School Email & Call Lists
5. District Office Electronic Billboard
6. Parent Advisory Committee Meetings, Community Town Halls & Public Surveys
7. Broadcasting Public Board Meetings
8. Partnerships with Local Media

## **GOAL 1: EFFECTIVE INTERNAL COMMUNICATIONS**

- Ensure staff are well-informed about district programs and initiatives, as well as Board priorities
- Provide staff with timely and accurate updates from the Board of Trustees, district office, government departments, and other partners as necessary
- Build capacity by strengthening lines of communication and encouraging networking between the Board of Trustees, district office and schools. Staff should build upon the knowledge they possess by sharing best practices with their colleagues





## **GOAL 2: EFFECTIVE EXTERNAL COMMUNICATIONS**

- Ensure that all public-facing information is accurate and shared in a timely manner, or once deemed appropriate (in English and French)
- Continue to inform the public about district office and school programs and initiatives, as well as Board priorities, through all available communications platforms
- Prepare initiative-specific communications plans
- Strengthen lines of communication between the Board of Trustees, district office, schools and all partners and stakeholders by increasing opportunities for engagement
- Routinely liaise with local media partners to help with the dissemination of district news, events and achievements

## **GOAL 3: STRENGTHEN COMMUNITY ENGAGEMENT**

- Encourage community members to actively participate in district office and school events
- Provide clear, high-level highlights from public Board meetings, public committee meetings, town hall events and Parent Advisory Committee meetings
- When necessary, invite feedback through surveys and other public forums
- Develop an understanding of how key audiences prefer to receive communications, and tailor the dissemination of information to those needs







## **GOAL 4: REVIEW DIGITAL CITIZENSHIP**

- Consistently review district office and school social media and digital citizenship policies, and update them as necessary
- Define the responsible use of district office and school technologies and the handling of public-facing communications. Shared content should comply with YK1's professional and ethical principles
- Ensure consistency in all internal and external forms of communication. Outline staff responsibilities for achieving this objective with all shared content



## **HOW WILL YK1 MEASURE SUCCESS OF THIS PLAN?**

1. Determine if staff are satisfied with internal communications from the Board of Trustees, district office and administration
2. Gauge if the public is satisfied with external communications by tracking possible concerns and/or conducting semi-regular communications surveys
3. Measure participation and engagement in all virtual, digital and public activities, events and forums
4. Ensure there is no spread of misinformation on any public platforms, or any breach of professional or ethical principles