



ASD-W Communications 2021-22

DISTRICT EDUCATION COUNCIL REPORT, OCTOBER 20, 2022



The goal of
Communications
is to share the
right information with the
right people at the
right time using the
right means.

Why is Communications important?



INFORMS US



TEACHES US



BUILDS AND
MAINTAINS
RELATIONSHIPS



PROVIDES
CLARITY AND
DIRECTION



PREVENTS OR
RESOLVES
PROBLEMS



BUILDS TRUST



REDUCES
CONFLICT



INCREASES
ENGAGEMENT



IMPROVES
PRODUCTIVITY

What is the Communication team responsible for?

Media Relations – responding to inquiries, news releases, media monitoring

School Communications Support – for issues including emergency and crisis situations

Executive Communications - supporting Superintendent and team

Parent Communications – updating families (School Messenger)

Public Relations and public inquiries – responding to incoming public inquiries, including asdwinfo@nbed.nb.ca

Staff Communications – announcements, updates, news

What is the Communication team responsible for?

Major Projects – new website, OneSite, Student Appreciation Day, Covid response

Social Media - monitoring and updating @ASD_West and supporting schools

Website – new site roll-out and maintenance

Brand Stewardship – developing graphics and content and aligning ASD-W brand across the district

RTIPPA – RTIs and privacy breaches

Communications in Action 2021-22

2,200+ email inquiries answered

150 media inquiries from local and provincial reporters

773 social media tweets and **2,300** new followers

5 news releases sent

150 Covid-19 communications sent

5 emergency responses

5 crisis responses

13 major issues

163 ASD-W website updates

15 RTIPPA requests

5 privacy breaches

ASD-W Website Redesign Project

PROJECT BACKGROUND

- ASD-W websites are/were operating on SharePoint 2010, an obsolete platform no longer being supported as of Spring 2021.
- EECD selected WordPress as the new website content management system (CMS) to be used.
- Each District Communications team was to plan and implement their own website redesign project within the 2020-21 school year.

Challenges with the old district website

- ✓ Visual design and functions outdated
- ✓ Hard to navigate
- ✓ Built on internal departmental structure and not what is logical for visitors
- ✓ 100s of pages and documents making information hard to find
- ✓ Content not written with the web medium in mind
- ✓ Lack of consistency due to distributed approach to content creation
- ✓ Not designed for mobile devices
- ✓ Users with limited experience creating and maintaining pages



Our approach to the new district website

Create a unified web presence that encourages positive and rewarding interactions and improves communications for the district and every school within it.

The new web design offers the public



- ✓ A clean, inviting design;
- ✓ Easy-to-find information;
- ✓ Streamlined content directed specifically to them;
- ✓ A sense they are on an ASD-W site no matter if it's a school site or the district site.

The new web design offers administrators

- ✓ A sustainable, easily maintained site;
- ✓ A clear distinction between (and place to put) internal and public information/content;
- ✓ The clear ownership of roles and responsibilities;
- ✓ Training in WordPress and writing for the web;
- ✓ Clear documentation for ongoing operational use.



Next steps for the website redesign project

- New district site remains a work in progress
- Old district site remains in pared down form until end of November 2022
- Training sessions for school administrators start this Fall
- All school sites transitioned by end of 2022/23 school year