



ASD-W Communications

JENNIFER READ

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

Meet the Communications Team

Jennifer
Read

Director of
Communications



Scarlett
McAllister

Web
Developer/Designer



Damon
Levine

Digital Content Writer

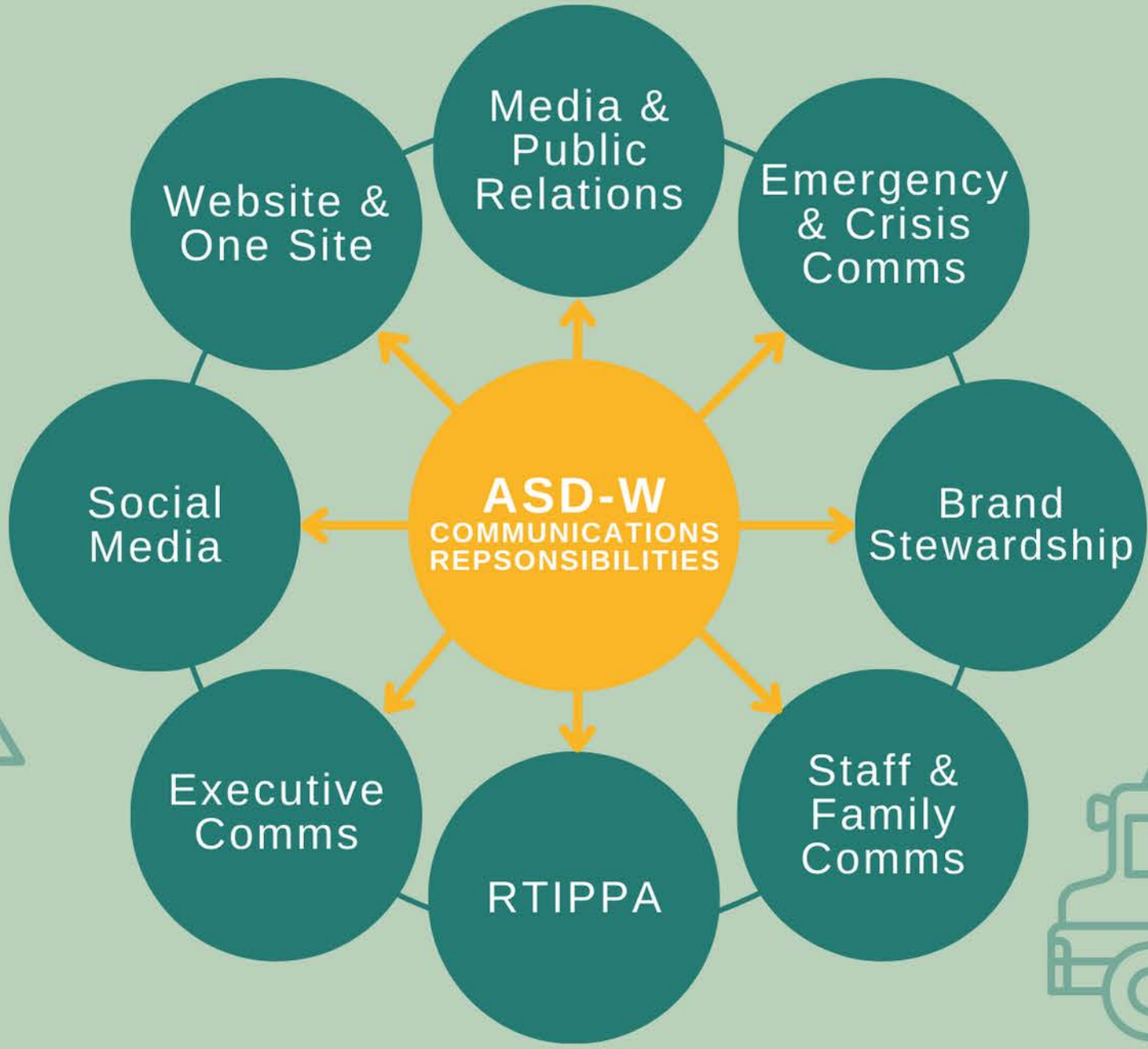
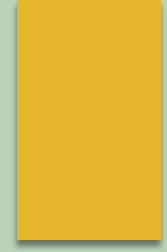




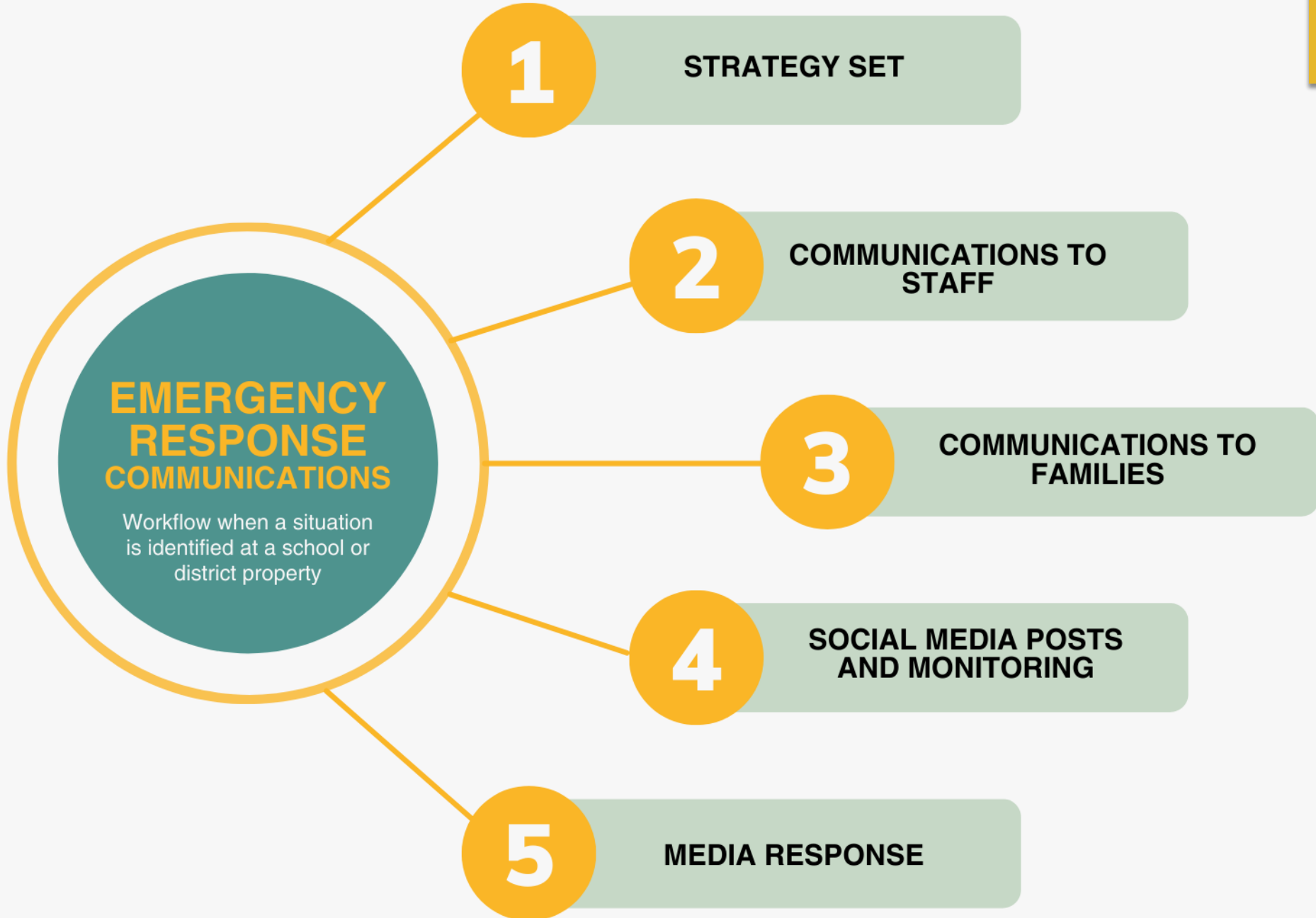
The goal of ASD-W
Communications
is to share the
right information with the
right people at the
right time using the
right means.



What
are we
responsible
for?



ASD-W COMMUNICATIONS IN ACTION



2022-23 Communications At-A-Glance

100s of public mail inquiries answered

56 media inquiries from local and provincial reporters

2,000 new Twitter followers

16 news stories written & **6** media releases shared

7 RTIPPA requests & **4** privacy breaches

21 emergency / crisis responses

9 major issues

20 parent communications sent

70 new school websites developed

1 new policy written

1 new brand project in progress

1 new One Site (Intranet) in progress