

Communications Committee 2023-2024 Annual Report

From: Gurmit Bhachu, Chair – Bridlewood
Sean Fowler – Data Team – Lester B Pearson
Zachary Wierzbicki – Data Team – Ted Harrison
Peter Lawrence – Data Team – Forest Lawn
Hannah Ryan – Data Team – Ted Harrison
Stephani Clements – Media Team – President
Kennedy Whitby – PAC Liaison – Twelve Mile Coulee
My Nguyen – Media Team – Education Centre
Judie Lasante – DEHR Liaison – Crossing Park
Joshua Overland – PD Liaison – CBe-learn
Gillian Sealy – TWC Liaison – Crossing Park
Dan Nelles – Executive Staff Officer



We want to express our gratitude to all members for allowing us to serve you this school year. Your participation in our initiatives, such as surveys and contests, has been invaluable. Please stay connected with us through our social media channels and share committee updates with your networks.

I (as chair) would like to express my gratitude to the committee members for their valuable guidance and input throughout our decision-making process. Your dedication in attending committee meetings and updating our membership is truly appreciated. The diverse strengths and contributions of each member have not gone unnoticed. Thank you.

This year, our committee made several changes to enhance its functionality. We assigned roles to members and adjusted them as new individuals joined, bringing in their unique strengths. By designating specific roles for each social media platform, we ensured consistent processes when sharing information. This facilitated better coordination among various social media platforms, ensuring that our posts were aligned in terms of content and timing. Moreover, it allowed us to make decisions and delegate tasks more efficiently. We collaborated with association staff to create visually appealing graphics that aligned with our core messaging framework and ensured the appropriate and consistent use of our logos. Furthermore, we enhanced our media training process, granting members greater autonomy in posting content and fostering increased interaction with our audience. Creating meaningful posts that inform our members of key information was discussed deeply creating a solid framework for future campaigns. We shared the teaching stories of members using animated video and engaged viewers with the content. Thank you to all of you who participated in our various contests, surveys and campaigns. You are essential to our work.

Our social media platform remains a key channel for member engagement. Alongside our website, which serves as a hub for essential information, our social media channels facilitate communication on important issues and highlight the contests we organize. The Media team has diligently shared relevant updates crucial for professional development. Promoting significant dates and various professional development opportunities are just a few examples of our efforts. Collaborating with local staff, we ensured that information shared through local channels included accompanying

graphics suitable for social media sharing. The support and guidance from our local staff have been instrumental in the success of our initiatives.

Our Data team collaborated with various committees to develop surveys based on their specific requirements. In order to better understand the committees' needs when requesting surveys, our data team devised new procedures. Additionally, the data team convened to analyze data from previous surveys, assessing which data from the pulse survey should be shared. This brief overview showcases the extensive efforts undertaken by our data team during this term.

Anticipate additional projects to be introduced in the autumn. I am excited to see the progress this committee makes in the upcoming academic year.

Respectfully submitted,

Gurmit Bhachu, Chair
Communications Committee

GB/mjh