






2020-21 Communication Plan

Date	Object	Key Message	Vehicle	Channel
				
November 3, 2020	GNB COVID-19 reminders			Social media
November 6, 2020	Travel Zone 5 – restrictions lifted		Email, website	School messenger, social media
November 6, 2020	Cross-border restrictions implemented		Email, website	School messenger, social media
November 6, 2020	Reminder- Nov 11 No classes		Graphics	Social media
November 10, 2020 (Reminder)	Remembrance Day message/ No classes		Graphics	Social Media
November 12, 2020	AARAO Virtual Career Fair	Grade 11 and 12	Email	School messenger, social media
November 12, 2020	Grade 9-12 Report Card info and Parent-Teacher Info	High School Families	Email, video	School messenger
November 13, 2020	Parent-Teacher How To		Video	Social Media
November 15, 2020	Campobello COVID-19 info	Letter to Families		School Messenger
November 16, 2020	Dr. Barker/COVID-19 Info meeting	TEAMS meeting/Q&A		TEAMS
November 17, 2020	Teams Help resources	Links and Video overview	Video	Social Media
November 19, 2020	Reminder- No school Nov 20- PD Day/ Parent Teacher		Graphics	Social media
November 20, 2020	Transition to Orange Phase		Letter to families	School messenger, social media
November 21, 2020	Confirmed case - Simonds			
November 21, 2020	Confirmed case- HMS			

November 21, 2020	Confirmed Exposure- HVHS			
November 22, 2020	ASD-S Letter to Families COVID-19		Email to all families, website	School messenger, social media
November 22, 2020	Orange phase Mask reminder		Graphics	Social Media
November 22, 2020	HMS – Operational Response Day		Letter to Families HMS	School messenger
November 23, 2020	Confirmed case - RHS		Letter to Families RHS	School messenger
November 23, 2020	HMS Grade 7 Letter	Virtual Learning	Letter to Families HMS	Via Principal
November 23, 2020	HMS Family Letter	Return to Class	Letter to Families HMS	Via Principal
November 23, 2020	Confirmed Case Lakefield		Letter to Families Lakefield	School Messenger
November 23, 2020	Lakefield Cases Letter		Letter to Families Lakefield	Via Principal
November 24, 2020	Virtual Parent Teacher	K-8 Reminder	Video	Social Media
November 24, 2020	Update your Contact Info		Graphics	Social Media
November 24, 2020	Dr Russell Reminders	Young people and COVID-19	Graphics	Social Media
November 25, 2020	Self-isolation rules	GNB's document		Social Media
November 25, 2020	TEAMS troubleshooting			Social Media, Website
November 25, 2020	Attendance and home learning		Family Letter	School messenger, website, social media
November 26, 2020	Cancelled Provincial Exams	EECD Letter		School Messenger, Social Media
November 30, 2020	Grade k-5 Report Card info	K-5 Families	Email	School messenger
November 30, 2020	Grade 6-8 Report Card info	6-8 Families	Email	School messenger
<i>TBD</i>	High School Assessment Week			
<i>TBD</i>	One pager on Teams for Families			

Planned Media

<i>Nov.10</i>	<i>Lunch Programs</i>	CBC News	Hub Kitchen	TBD
<i>Nov.26</i>	<i>Outbreak Management</i>	CBC News	Zoe Interview	https://www.cbc.ca/listen/live-radio/1-28-formation-morning-saint-john/clip/15810977-how-schools-manage-covid-case-identified
<i>Nov.30</i>	<i>Virtual- Parent Teacher Meetings</i>	Acadia		TBD